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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91125615
Party	Plaintiff UNIVERSITY OF SOUTHERN CALIFORNIA
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

UNIVERSITY OF SOUTHERN
CALIFORNIA,

Opposer,

v.

UNIVERSITY OF SOUTH CAROLINA,

Applicant.

Opposition No. 91125615

Serial No. 75/358,031

Mark: **SC (Stylized)**

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**OPPOSER'S NOTICE OF RELIANCE NO. 8 ON PRINTED PUBLICATION ENTITLED
*UCLA VS. USC 75 YEARS OF THE GREATEST RIVALRY IN SPORTS***

Opposer the University of Southern California ("Opposer" or "California") hereby introduces into evidence by this Notice of Reliance excerpts from the publication entitled *UCLA vs. USC 75 Years of the Greatest Rivalry in Sports*, by Lonnie White, ©2004 Los Angeles Times.. The attached evidence demonstrates that for more than seven decades California has been referred to simply as "SC," both verbally and graphically. (See pages 16, 19, 28, 30, 35, 51, 53-54, 60, 70, 86-87, 93, 130, 149, 169, 171, 210, 211, 216, 245, 258, 263.) The attached evidence further reflects the fact that for more than fifty years California's athletic uniforms have consistently featured the trademark "SC" in a variety of stylizations. (See pages 72, 81, 104, 107, 109, 113, 121, 123, 163, 178, 183, 219, 221, 229, 238, 240, 242-244, 246-247, 251, 255, 260, 262.)

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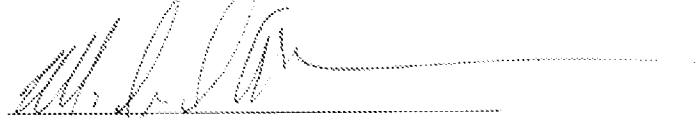
general circulation among members of the public as part of its evidence in the case by means of a notice of reliance. 37 C.F.R. § 2.122(e) and TBMP § 704.07.

Attached as Opposer's Exhibit 223, is a true and correct copy of excerpts from the publication *UCLA vs. USC 75 Years of the Greatest Rivalry in Sports*, by Lonnie White, ©2004 Los Angeles Times. As the pages attached as Opposer's Exhibit 223 are excerpts from a printed publication, and the contents are not reasonably subject to dispute and are moreover capable of immediate and accurate determination, the requirements of 37 C.F.R. § 2.122(e) and TBMP § 704.07 are satisfied.

Dated: January 12, 2006

Respectfully submitted,

GIBSON, DUNN & CRUTCHER, LLP

A handwritten signature in dark ink, appearing to read 'Scott A. Edelman', is written over a horizontal dotted line.

Scott A. Edelman

Michael S. Adler

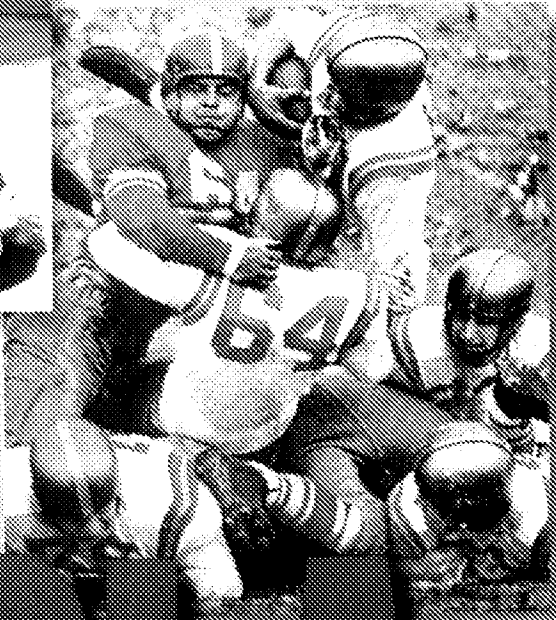
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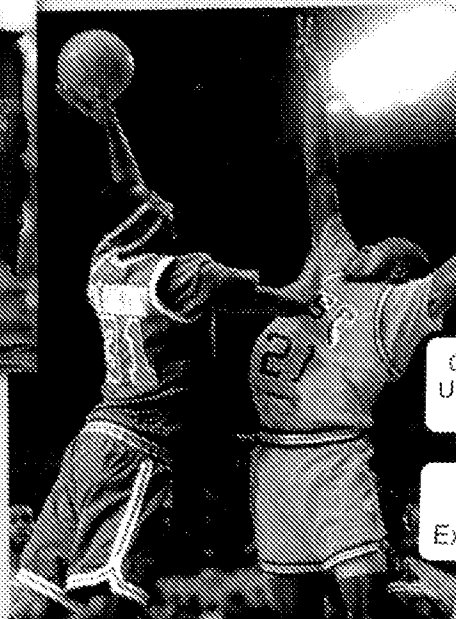
Attorneys for Opposer

University of Southern California



UCLA VS. USC

75 YEARS OF THE GREATEST RIVALRY IN SPORTS



Lonnie White | The Los Angeles Times

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 1

UCLA VS USC

75 YEARS OF THE GREATEST
RIVALRY IN SPORTS

LONNIE WHITE THE LOS ANGELES TIMES

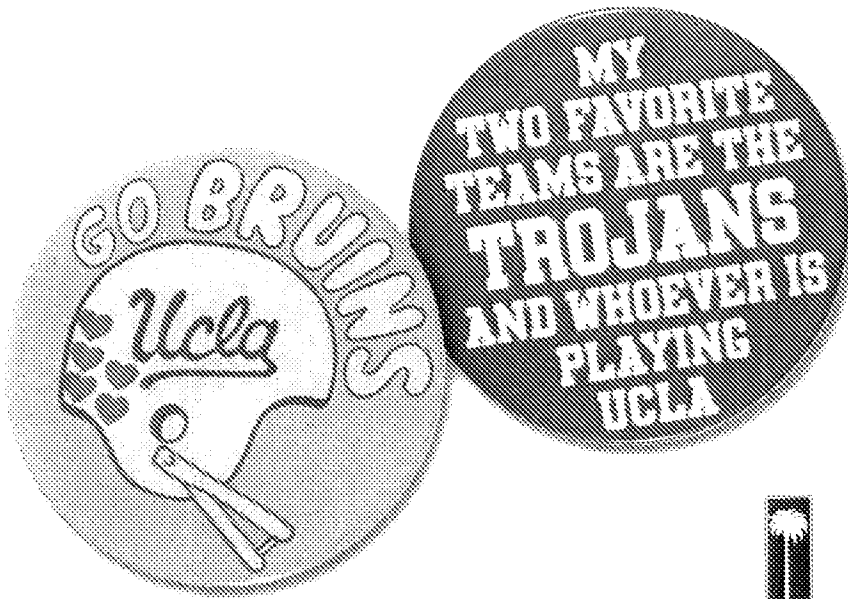


Los Angeles Times
BOOKS

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223 Pg. No. 2

For Helen and Elwood White
and my wife, Kimberly



Los Angeles Times
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MIKE GARRETT

USC

Mike Garrett was USC's first Heisman Trophy winner. As a senior tailback in 1965, he rushed for 1,440 yards to cap off a versatile three-year college career. From 1963 to 1965, he accumulated 4,876 total yards: 3,221 rushing, 48 passing, 399 receiving, 498 on punt returns and 710 on kickoff returns.

Garrett also started at cornerback for the Trojans and was an all-league outfielder on the baseball team in 1965. He was drafted by the Pittsburgh Pirates and Los Angeles Dodgers, but football was his passion.

He went on to play eight seasons in the National Football League and won a Super Bowl championship playing with the Kansas City Chiefs in 1970. He was inducted into the National Football Foundation's College Football Hall of Fame in 1985.

Garrett, a charter member of USC's Athletic Hall of Fame, became the Trojans' athletic director in 1993.

When I was growing up in East Los Angeles, everyone in my neighborhood was a UCLA fan because of Jackie Robinson and Kenny Washington. Then in the 1950s, when the Bruins had Sam Brown and Ronnie Knox, I knew all their players. I loved how they looked, from going out of the huddle to the color of their uniforms. So I always pictured myself playing in a single wing for the Bruins. That's all I knew.

When I watched UCLA play, I could see a lot of guys like myself, from Doug Peters, Sam Brown and Rummie Loudd. They were all UCLA people, and I identified with that. At that time, athletes of color were more inclined to go to UCLA. I knew all of the athletes of color at UCLA in every sport.

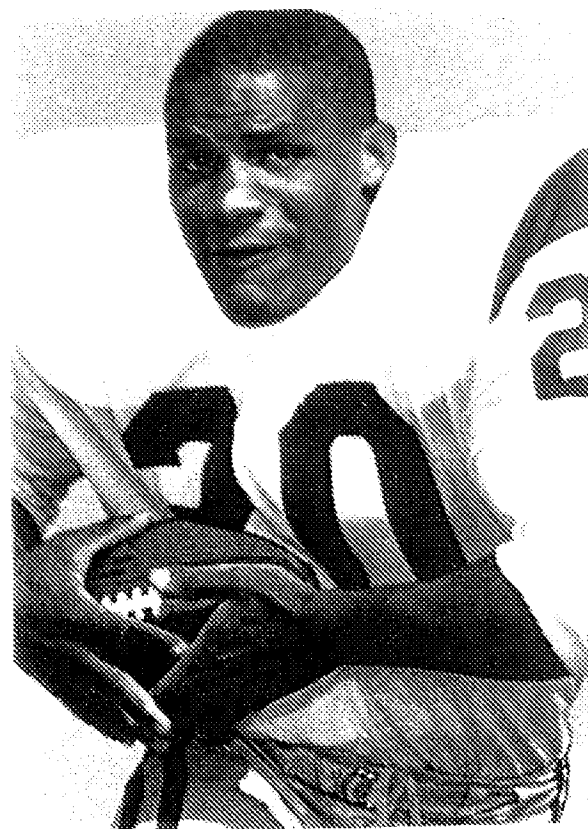
UCLA and Coach Bill Barnes had been recruiting me, and in my senior year, USC

started to come after me. I remember going to the SC-UCLA game that year and watching it for the first time from a neutral position. Then UCLA started acting hesitant; one moment they were interested in me, then the next they wanted me to go to a junior college, which I didn't want to do.

I wasn't a great student, but I knew I could go to any school. Colleges from all over were recruiting me, then in the eleventh hour, USC told me Coach John McKay wanted me. That's all it took.

I always knew there was a great rivalry between USC and UCLA, but I had always seen it from the Bruins' viewpoint. It did not take long for that to change. In no time, I knew I really wanted to beat the Bruins. After planning to go to UCLA for so long, things were different now. No one is more committed than a convert.

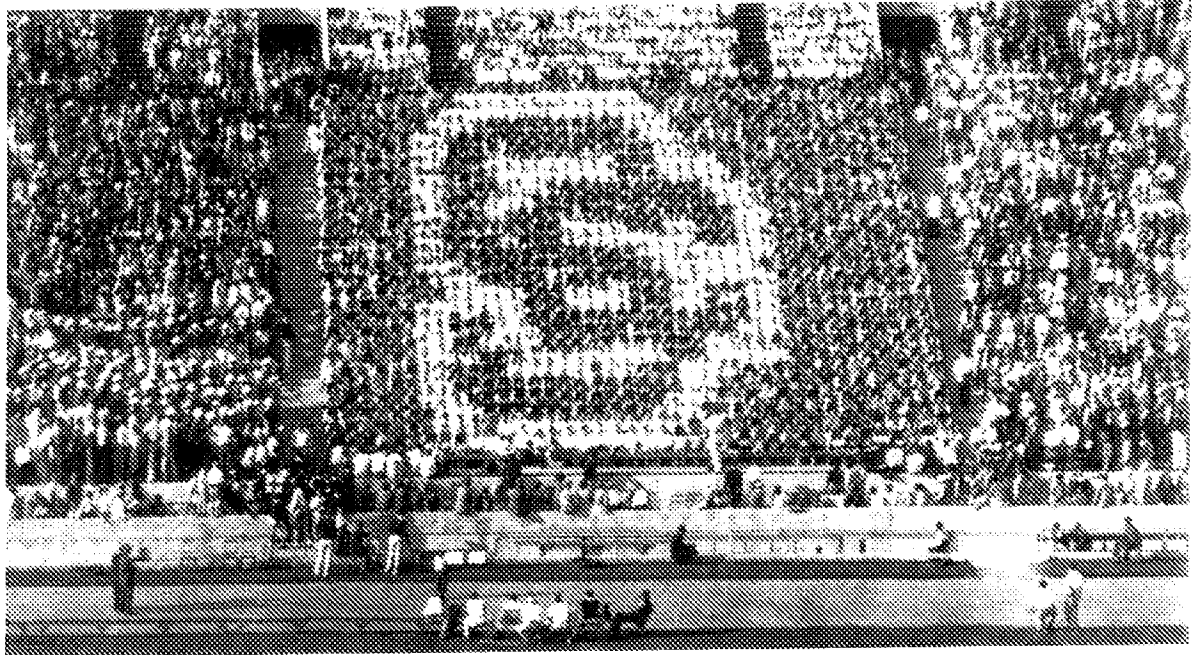
We beat UCLA my sophomore and junior years, but they beat us my senior year. I remember my sophomore game the most because that's the first year that I started, and I scored a touchdown. For a little Boyle Heights kid, to score in the USC-UCLA game is a pretty big accomplishment.



In the days of leather helmets on the football field, canvas sneakers on the basketball court and cinders on the quarter-mile track, USC dominated the new school across town.

■ Trojan fans brought their signature card stunt to the inaugural game in 1929.

Opposite: The 1929 game at the Coliseum was a 76-0 Trojan blowout.



The Trojans had an established football program by the time UCLA finally got a game scheduled against them, and the first meetings were as lopsided as anyone could imagine. The underdog Bruins did manage a couple of ties on the football field, games that in many ways were considered defeats by USC and victories by UCLA.

In basketball, there was little in those early years to presage John Wooden's dynasty at UCLA. In fact, for many years the Bruins

could only manage an occasional victory over the Trojans. But their games were heated from the start.

In track and field, it was more of the same. In 1935, USC began a string of nine national championships with a program filled with Olympic standouts, while UCLA struggled to maintain a high-caliber program.

Nevertheless, despite often one-sided competition, games and meets between these two schools generated front-page interest from Day One. Consider that the 1936 football game between these two schools that had played only twice before drew 90,000 to the

Coliseum and it's clear that this rivalry has long struck a chord in Southern California.

FOOTBALL

The football rivalry between UCLA and USC began in earnest in 1936. Yes, the schools had played twice before that, in 1929 and 1930, but there was no question who was going to win those two games. The only real question was whether the players in UCLA's

friends who often played golf and bridge together. And each felt that reviving the cross-town matchup was important, especially since the much-improved Bruins had become a force that could no longer be ignored.

The Times' Braven Dyer noted the Bruins' improvement on Nov. 19, 1935: "Since the Bruins last played the Trojans, under the able coaching of Bill Spaulding, the Bruins have improved so steadily that the present season found them in the running for the Pacific Coast Conference title."

In late November 1935, UCLA and USC agreed to renew their rivalry the following year. But there was a sticking point. USC wanted the game to be played early in the season. UCLA preferred the game to be played near the end of the season to give the Bruins time to mature for the city battle. After several meetings between UCLA Provost Ernest Moore and Spaulding, and USC President Rufus B. von KleinSmid and Jones, an arrangement was reached to create a traditional game like Cal-Stanford.

The Pacific Coast Conference also had a role in getting the rivalry going again. Starting in 1936, the conference ruled that UCLA, USC, Oregon, Oregon State, Washington, Washington State, Stanford and California would play each other in football every year. Although Mon-

■ **Right:** Before becoming known as the Bruins, the Southern Branch's good luck charm was a mutt named Raggs.

■ **Below:** The Trojans' canine talisman, George Tirebiter.

■ **Opposite:** Top: USC's Morley Drury was captain of the football team and a standout on the water polo and ice hockey teams. Bottom: Jess Hill was a star in football, baseball and track for USC.

tana and Idaho still belonged to the conference, the schools were excluded from football because of weak programs.

UCLA needed the USC football game. The Bruins' entrance into the Pacific Coast Conference was eating up school funds because of added travel expenses, and a high-profile game every year against USC would be a boost to the UCLA program financially. UCLA had taken out a \$50,000 loan from the University of California Regents in 1933 to help balance its budget. This game, which would draw huge crowds, could help pay it off.

Once USC was set on the UCLA schedule, the Bruins certainly treated it as something special. They held pep rallies and bonfires during the week leading up to the game and covered USC's Tommy Trojan statue with blue and gold paint. USC responded by burning the letters "SC" on the Westwood campus lawn.



Jones knew that the pressure was on USC to beat UCLA, and he wasn't happy that the Trojans headed into their first Turkey Day showdown against the Bruins with a two-game losing streak and a 4-2-1 record.

The day of the 1936 game, The Times wrote: "Six years ago, Southern California slaughtered UCLA, 52-0, in what was just another football game.... Today

the bench when they could have played at some of the other schools.

"The high school players figured that out for themselves, and many decided to go elsewhere. Of course, alumni and coaches at other schools were stepping up their recruiting. By the same token the Jones staff and alumni naturally got to riding on their oars, assuming every great prep star would want to be a part of 'The Thundering Herd.'"

Nevertheless, 1938 brought more of the same for the Bruins in the big game. USC spotted UCLA a touchdown before running away with a 42-7 victory in front of 65,000. UCLA outplayed USC in the first quarter and trailed by only six points, 13-7, at halftime. But in the second half, the Trojans out-gained the Bruins, 287 yards to 64, and scored 29 unanswered points.

The 1939 game took the Los Angeles rivalry to a new level. With the Bruins needing a victory to earn their first Rose Bowl berth and USC needing at least a tie, the game ended in a scoreless tie at the Coliseum.

Behind the brilliant running of Jackie Robinson and Kenny Washington, UCLA drove 76 yards to the USC four-yard line and had first down and goal to go in the game's final minutes. The Bruins needed only a field goal to secure a Rose Bowl berth and had one of the best kickers in the PCC in Robinson, but first-year coach Babe Horrell's team failed to score after three running plays

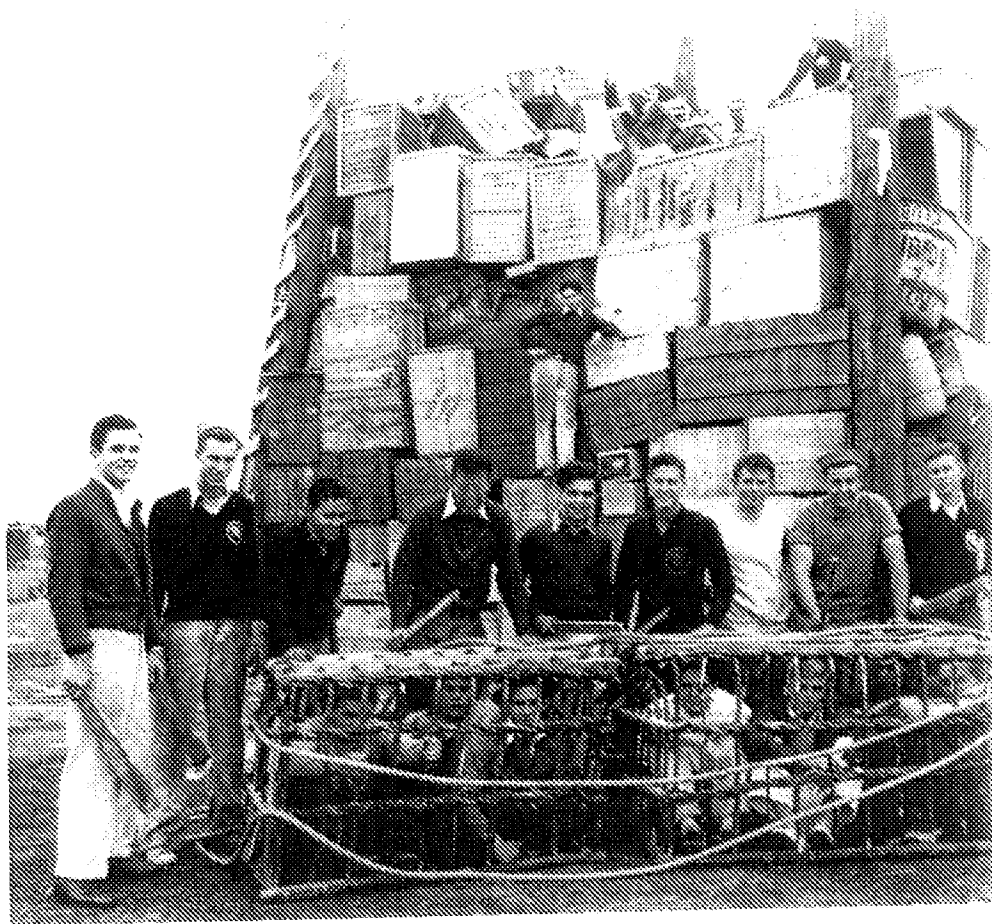
and a batted-down pass.

Before the fourth-down play, UCLA quarterback Ned Matthews conducted a vote in the huddle on what to call. The deciding vote was left for Matthews, and he called for a pass from Washington to speedy end Don MacPherson.

Unfortunately for the Bruins, USC defensive back Bobby Robertson knocked down Washington's pass in the end zone.

Los Angeles Times sportswriter Shay Glick covered the 1939 game for a Pasadena newspaper as a teenager: "That was one of the most frustrating games that I've ever seen."

■ While preparing a pregame bonfire in Leimert Park in 1934, USC students captured some UCLA and UC Berkeley students attempting a raid and held them in cages.



Glick said. "They had four downs to score late in the game and they didn't make it, even though they had Kenny Washington and Jackie Robinson. Knowing that a tie sent SC to the Rose Bowl, I still don't understand

than six players in a game. The Trojan defense dominated in their four-game sweep over the Bruins. With Eddie Oram and Bob Muth spearheading Barry's aggressive defense, the Bruins averaged less than 28 points against the Trojans in the series. In the final game, USC rode Jerry Gracin's 16 points and limited UCLA to nine field goals in a 55-28 walk-away victory.

Things got worse for the Bruins in 1938, when the rivalry was so lopsided that the Trojans outscored the Bruins by 68 points in sweeping a four-game series. USC's yearbook, *El Rodeo*, described the Trojans' first victory over UCLA this way: "The Southern Californians' first conference game was with their favorite stooges—the Bruins of U.C.L.A., who had tried unsuccessfully since 1932 to defeat a Barry five."

Behind sophomore Ralph Vaughn's game-high 19 points, USC defeated UCLA, 48-31, in the first meeting. After crushing the Bruins, 40-30, in the second game, Barry toyed with his lineup for the third matchup. The Trojan coach moved Gail Goodrich from forward to guard, and the result was a 52-33 USC victory at the Pan-Pacific Auditorium.

UCLA's yearbook, *Southern Campus*, broke down the Bruins' final game against USC this way: "Resting on the bottom rung of the conference ladder, the Bruins were determined to salvage something out of a poor season and break S.C.'s luck. But old man jinx was as strong as ever and the luckless Bruin again went down in defeat."

Senior guard Hal Dornsife did most of the damage for the Trojans, who again won easily, 57-35.

TRACK AND FIELD

The first collegiate program to gain national attention in Los Angeles was track and field under USC Coach Dean Cromwell in the late 1920s. Cromwell first took over the Trojans in 1909 from Harvey Holmes and immediately made track and field a priority on campus.

Cromwell, who briefly left the program in 1914 and 1915, provided the structure for a dominant program by attracting world-class athletes. In 1926, the Trojans won the school's first NCAA championship behind thrower Clarence "Bud" Houser.

By the time UCLA was ready to take on the Trojans, Cromwell's program had grown into a national powerhouse loaded with future Olympic champions. Unfortunately for the Bruins, their undermanned track program suffered through years of growing pains.

Dale Stoddard captained the first track team at the Southern Branch in 1920, finishing third in the 100- and 220-yard sprints in the Southern Conference championship meet. But for the most part, track and field was not a successful sport at UCLA for years.

When USC faced the Bruins in the first dual meet between the schools in the spring of 1934, the Trojans already had won three NCAA team titles and 13 individual national championships. So it wasn't too much of a shock when USC ran away to an 87-44 victory at the Coliseum. That was the first victory of a streak in dual meets involving the schools that would last the next 32 years.

USC's Kenneth Carpenter would later win the discus at the 1936 Berlin Olympics.



yards to USC's 261 and getting 11 first downs to the Trojans' eight. After the game, LaBrucherie told *The Times*: "I guess it wasn't my turn for the Rose Bowl yet."

LaBrucherie and the Bruins had to wait only a year for their number to come up. In 1946, the war was over and UCLA's roster was

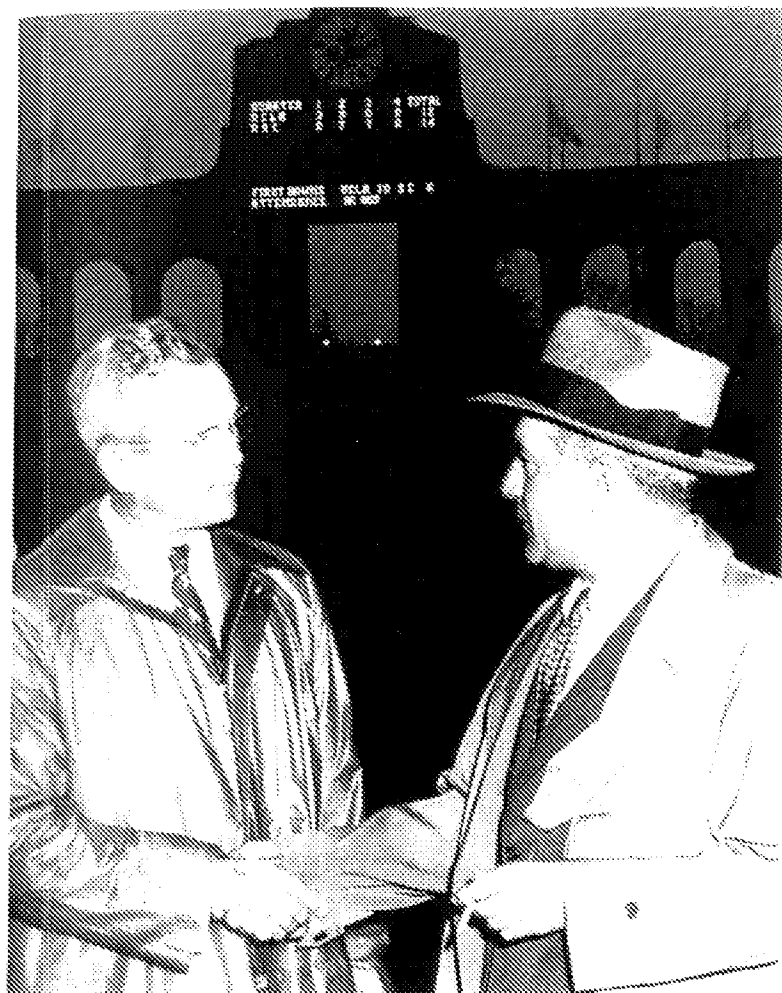
began with a 50-7 victory over Oregon State.

UCLA was primed to end its six-game winless streak against USC when the schools met Nov. 23. UCLA, 8-0 at the time, was ranked fourth in the nation, USC was 5-2 and had won four games in a row. In the rain and mud, LaBrucherie decided on an ultra-conservative game plan and punted five times on first down, four more on second down and eight times on third down. LaBrucherie figured that the Bruins' defense would control the game after UCLA had taken a 6-0 lead in the first quarter when Don Malmberg returned a blocked kick 16 yards for a touchdown.

USC tied the score late in the second quarter on a four-yard run by Don Doll, which capped a 43-yard drive, but ultimately LaBrucherie's cautious game plan paid off. On the last play of the third quarter, UCLA's Ernie Case punted from the USC 45-yard line to the Trojans' Mickey McCardle, who caught the ball at the five. McCardle fumbled when hit by UCLA's Al Hoisch, and West Matthews recovered for the Bruins. Three plays later, Case scored and then added the conversion kick in UCLA's 13-6 victory. The victory gave UCLA its first unbeaten, untied regular season and an invitation to the Rose Bowl, where they lost to Illinois 45-14.

At USC, losing to UCLA and not going to the Rose Bowl did not go over well, and Cravath began feeling some pressure in the 1947 season. He and the Trojans responded, heading into their annual showdown on Nov. 22 with a 7-0-1 record.

USC's defense, which had given up only 27 points all season, proved to be the difference in the Trojans' 6-0 victory in front of a standing-room-only crowd of 102,050 at the Coliseum. Although the game was short on scores, it was long on thrills. After Jim Powers



■ UCLA Coach Red Sanders, right, congratulates USC Coach Jess Hill on the Trojans' 14-12 victory in 1952.

loaded with talent. With veterans flooding back to campus and the school's athletic program growing in popularity, the Bruins had about 200 lettermen, freshmen, armed service stars and transfers show up for the first day of football practice at Spaulding Field in September. It was the largest turnout for a UCLA team in any sport in school history. And LaBrucherie took full advantage. He coached the Bruins to a perfect regular season that

sideline. But UCLA was also missing key players because of injuries: Joe Marvin, Johnny Florence, Dave Williams and Bob Moore.

In one of the most satisfying victories recorded by UCLA in the cross-town rivalry, the Bruins crushed USC, 39-0. In two years, Sanders made good on a promise to beat USC, and his team did it in grand style. Just one week after losing, 35-0, at California, the Bruins dominated the Trojans behind sophomore running back Ted Narleski, who rushed for 138 yards, completed two of three passes and scored three touchdowns.

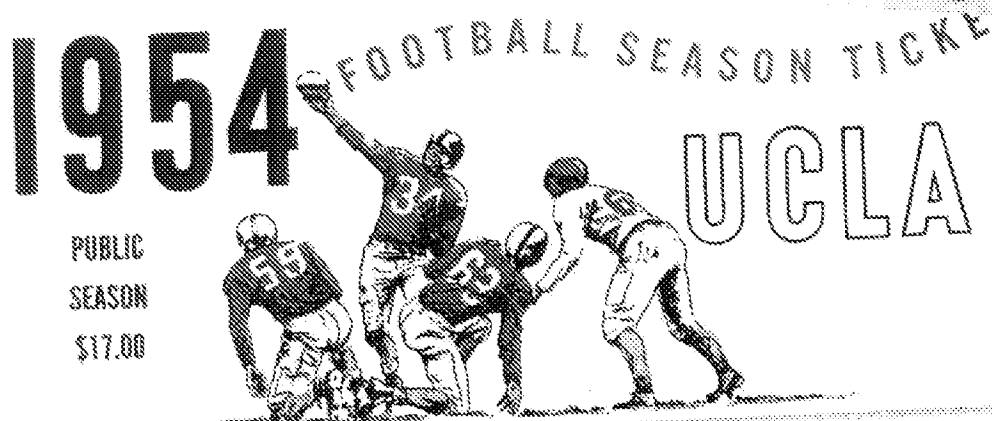
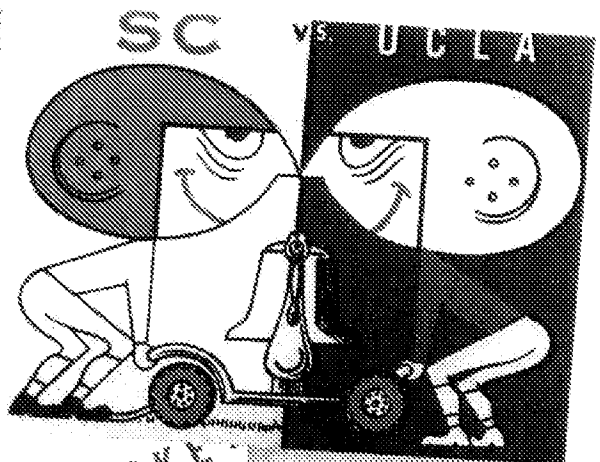
The Times' Dick Hyland wrote about the game on Nov. 26, 1950: "Outthought, outfought, outclassed. In three words, that tells the tale of the football classic at the Coliseum yesterday where the Bruins of UCLA belted the Trojans of SC all over the lot."

The victory was really special for UCLA halfback Howard Hansen. Three days before the game, Hansen's wife, LaVon, died

Trojans in 1950: "Coming up with a superlative game, the best of his career, red-headed Howie completely bamboozled Trojan defenders with his dazzling reverses. It was the third time in Uclan history that the Westwooders toppled the boys from south of the county jail."

After losing to UCLA, Cravath's job was in serious jeopardy. USC's alumni and faculty wanted him out, but Cravath had the support of the student body. This impasse did not last long. On Dec. 12, 1950, *The Times*' Braven Dyer wrote: "Jeff Cravath is through as Trojan football coach. He will be asked to 'resign' within a few days. *The Times* learned last night that powerful alumni interests have persuaded the

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after a long illness. Sanders wanted Hansen to sit the game out, but the senior refused. UCLA's yearbook, *Southern Campus*, described Hansen's play against the

were 100% behind the grid coach, but so much pressure was brought to bear by outside 'advisers' that these executives finally decided, for the good of the over-all football

administration to get rid of the man who has been head coach for the last nine years....

"Most of the high-ranking officials within the administration

picture at SC, to ask for Jeff's resignation."

Cravath had only one losing season at USC, and he led the Trojans to four Rose Bowl appearances, but he never could overcome being the person who coached USC to its first two Rose Bowl losses and the coach who lost to UCLA for the first time. His career record against the Bruins was 8-3-1, respectable by today's standards, not so

respectable at that time.

With UCLA the new top dog in town, thanks to the arrival of Sanders, the Trojans didn't look far for Cravath's replacement. USC President Fred D. Fagg Jr. named Jess Hill, a three-sport standout for the Trojans in the late 1920s. Hill, who played in the first USC-UCLA football game in 1929, was an intense coach who enlivened the Trojan program. He led USC to a 7-1 record heading into his first game against UCLA in 1951.

The Bruins were having somewhat of a down season under Sanders, taking the Coliseum field with a 4-3-1 record on Nov. 24. Led by sophomore running back Paul Cameron, who needed only 41 yards of total offense to break Kenny Washington's single-season school record of 1,394, the Bruins knew that they would make their season with an upset victory over the Trojans.

The game wasn't even close. With Cameron accounting for 128 yards to break Washington's mark, the Bruins defeated the Trojans, 21-7, winning back-to-back games in the rivalry for the first time. The play that broke the Trojans was a UCLA double-reverse in the third quarter. Ike Jones made his first carry of the game count with a 20-yard touchdown.

The next day, *The Times*

■ Bill Kilmer passed and ran for the Bruins in the late 1950s.



A Place to Play

Finding just the right home takes decades

In the early days, USC and UCLA scrambled to find available, adequate places to compete against each other, though for football and track and field, the Los Angeles Memorial Coliseum was a first-class venue.

The Coliseum opened in 1923, and USC has called the historic site home ever since. The Trojans played there for the first time on Oct. 6, defeating Pomona College, 23-7, in front of a crowd of 12,863.

In 1927, the Bruins also began playing their football games at the Coliseum. But because USC is within walking distance of the stadium, the Bruins never truly felt comfortable calling the Coliseum home.

In the early 1950s, UCLA began exploring the possibility of building an on-campus stadium. The idea gained steam in 1954 when the Bruins finished the season unbeaten and ranked No. 1 in the nation. But the movement couldn't generate the kind of financial support such a massive undertaking would require, and the idea fizzled shortly after Coach Red Sanders died in 1958.

After Coach Tommy Prothro's winning season in 1965 and the Bruins' victory over Michigan State in that season's Rose Bowl, the idea resurfaced. But again, the school could not

justify spending \$6 million to \$7 million on a new stadium when the 96,000-seat Coliseum seemed perfectly adequate for the Bruins' needs.

After the Oakland Raiders had moved to Los Angeles in 1982 and began playing games

at the Coliseum, UCLA decided that it was time to move to Pasadena. The Bruins have been there ever since.

Basketball games between the two schools were held in several arenas during the rivalry's infancy. The old Pan Pacific Auditorium in West Los Angeles and the Olympic Auditorium near downtown in the 1930s and 1940s were a far cry from the large, comfortable arenas of today, but they

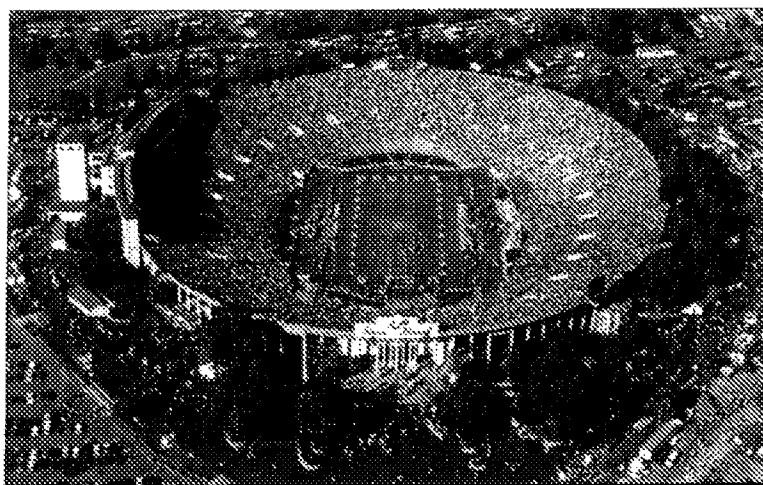
were the locations of many heated contests between the schools. And then there was the Men's Gymnasium on the Westwood campus. In 1948, John Wooden took over as UCLA's basketball coach. The Bruins didn't have a lot

of talent when he arrived, but they did have one advantage: their home court.



Playing in the cramped men's gym, the Bruins always held a psychological edge over their opponents because the fans were essentially right on the court. Opposing players sometimes found it almost too loud to think.

Of course, the gym did not have air conditioning, and air circulated inside about as well as it does in a Swedish sauna. Hot muggy days had a way of creating a pungent smell. That's how the men's gym earned the not-so-affectionate nickname of the B.O. Barn.



Football Fun and Folly

High jinks on the field and off

For three-quarters of a century, UCLA and USC have had more than their share of practical jokes and school spirit-inspired events. Some have worked; some, well, have been slightly less effective.

Beat SC Week and Beat the Bruins Week are part of a rivalry that didn't take long to gain steam. Legend has it that USC students unloaded a cart of manure on the Westwood campus before the Southern Branch officially opened as UCLA in 1929.

A look at a few of the early high jinks:

The Great Water Hoax

In 1946, UCLA was positioning itself to finally take over college football in Los Angeles. Heading into their Nov. 23 game against the Trojans, the Bruins had won all eight of their games while their crosstown rivals were a disappointing 5-2.

The Bruins were loaded with speed. Coach Bert LaBrucherie, who had played halfback at UCLA for Bill Spaulding in the 1920s, featured an explosive team that averaged more than 400 yards a game in offense. The Trojans, on the other hand, relied mostly on defense to win.

Worried that USC could lose to UCLA for the first time since 1942, a couple of USC supporters called Los Angeles newspapers late the night before the game and said Trojan students had used fire hoses

to flood the Coliseum field.

The callers told the newspapers that students figured that the only way the Trojans could win was if the field was muddy enough to slow UCLA's collection of quick runners. A "bloody brawl" supposedly had ensued between USC and UCLA students on the field.

Wire services picked up the story, and the next morning the report was in newspapers all over the country.

The story was a hoax.

The two schools and Los Angeles police later denied that such an incident had occurred, and the newspapers printed apologies.

With a field to its liking, UCLA defeated USC, 13-6. The following week the Bruins beat Nebraska and advanced to the Rose Bowl, where they lost to Illinois, 45-14.

The Dognap Caper

The water hoax call might have been motivated by a prank by UCLA earlier that week.

George Tirebiter was an unofficial USC mascot, a homeless dog that walked around the USC campus and had become associated with the football program early in the season when students began to take him to games.

Days before the 1947 game, UCLA students kidnapped Tirebiter and re-



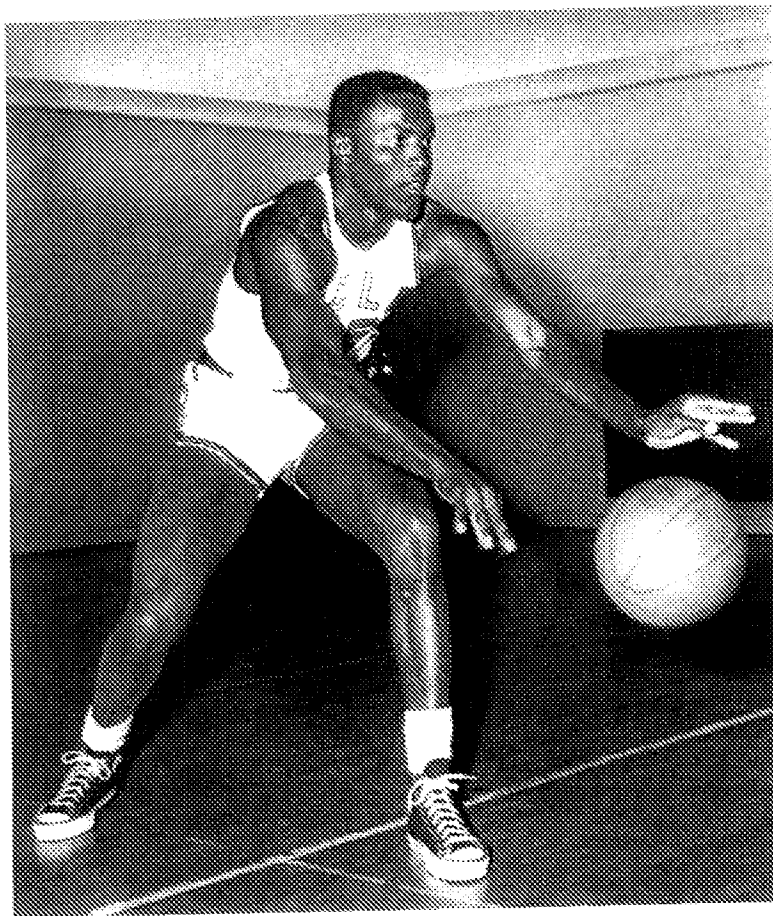
turned him with the letters "UCLA" shaved on his back.

Trojan Goofs

On Dec. 1, 1937, three days before the USC and UCLA football teams were to play for the fourth time, a small group of USC Kappa Alpha fraternity members burned USC initials into a lawn on the Westwood campus.

Campus police caught the students in the act. In trying to escape, the students crashed their car into a curb, then broke a bulletin board at the main entrance as they tried to swerve around the Bruins' Founders Rock.

Perhaps the worst of the pranksters' punishment was that they were forced to sit on the ground for nearly two hours as UCLA students berated them.



gave the Trojans a chance. But USC played team basketball and won, 79-68. The next night, the Trojans won again, but they needed a big break to do so.

The Times' Jack Geyer wrote on Feb. 28: "Coach Forrest Twogood's rough, ready and rallying Trojans won their first undisputed Southern Division basketball championship since 1943 by squeezing past the UCLA Bruins, 69-67, last night in an insane asylum called Men's Gymnasium at Westwood.

"Victory came to the Trojans a split-second before the game ended when SC's Chet Carr, a 6-foot, 4-inch forward, uncorked the most important shot of his career. Carr was off to the side of the bucket and about 10 feet away, eyeing the basket the way a mongoose stares at a cobra. He let the ball go and in it went. The gun sounded almost simultaneously."

USC went on to defeat Oregon State in the

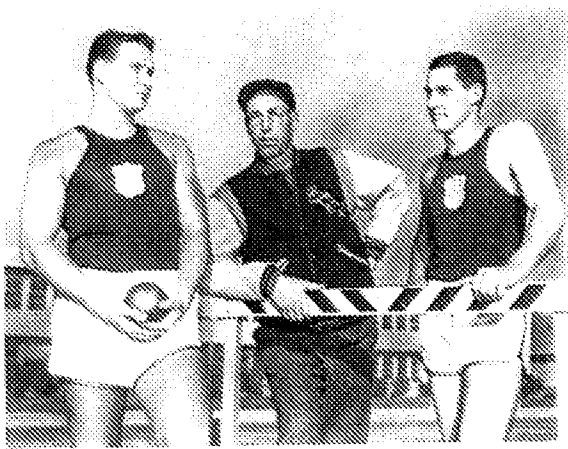
PCC championship and then advanced to the Final Four of the NCAA tournament, only to lose to Bradley in the semifinals.

Unfortunately for the Trojans, Wooden made sure that they returned to earth in 1954-55. With seniors Johnny Moore and Don Bragg taking the role of team leaders, the Bruins swept four games from the Trojans and won a share of their fifth PCC Southern Division title under Wooden. A key player on the Bruins' 1955 team was rugged senior Ron Bane, a three-year starter under Wooden.

In 1955-56, the Bruins played the Trojans only twice and won both games. UCLA outscored USC by a combined 28 points in the back-to-back games played at Venice High and Loyola University. UCLA, which was led by All-American center Willie Naulls, finished the season undefeated in PCC play but was knocked out of the NCAA regional semifinals by Bill Russell and the eventual national champions from the University of San Francisco.

From the account in UCLA's 1956 yearbook:





routing UCLA, 108-23, on the way to its eighth consecutive national championship.

In 1943, Cromwell enjoyed his last NCAA championship season behind great efforts from sprinters Cliff Bourland and Jack Trout, shot putter Wilbur Thompson and long jumper Edsel Curry.

But the Trojans had a close call against UCLA in the rivalry's annual dual meet. With Cromwell experimenting with his lineup, USC still won, for the 10th time in a row, over the Bruins, but the 71-60 score was far closer than the Trojans had been used to.

Although USC's NCAA championship streak came to an end after the 1943 season, it continued to attract world-class track and field athletes, including sprinter Mel Patton. Enrolling in 1946, Patton became the world's top sprinter as a sophomore and set a world record in the 100-yard dash with a time of 9.4 seconds at the Fresno Relays in 1948.

He won gold medals at the 1948 Olympics in the 200-meter dash and the 400-meter relay. In 1949, Patton returned to USC for his senior year and broke Jesse

Owens' world record in the 220 with a time of 20.2. Patton also anchored USC's world-record-breaking 880-yard relay team.

Meanwhile, the Bruins' track and field program continued to struggle. In 1947, the school hired Ducky Drake as coach, and he gradually improved the program.

After the 1948 season, Cromwell retired from USC and was replaced by Jess Hill. USC hadn't won a national title in five years, and Hill promptly changed that. He made the most of the two seasons he would be track and field coach by winning a couple of national championships.

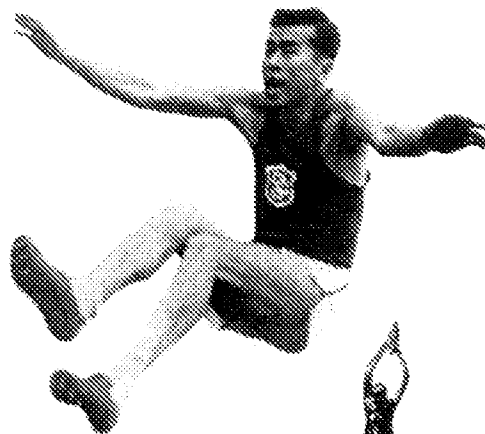
Left: Track Coach Jess Mortensen, center, with shot putter Parry O'Brien, left, and hurdler Jack Davis. Below: Trojan star athlete-turned-coach Jess Hill featured on 1950 program.

UNIVERSITY OF SOUTHERN CALIFORNIA

TROJANS

TRACK and FIELD

1950



■ Trojan Yell Kings open the 1958 school year with a bit of spirit. From left: Dick Baldwin, Ernie Stone, Chuck Phillips and Mark Mandala. Opposite: Trojan swimming coach Pete Baland with Jon Henricks, left, and Murray Rose in 1958.

Before the start of the 1950 season, UCLA hired Brad Cleaveland as swimming coach, but the Bruins still did not win a dual meet. UCLA, which lost to USC twice during the season, did have four-year veteran Don Smith, who established a conference record in the 100-yard freestyle at the PCC championships.

The Trojans had their share of quality swimmers and divers throughout the 1950s, but they failed to win any league titles. Despite having athletes like Wallace Wolf, an eight-time PCC swimming champion from 1948 to 1951, and diver Richard Connor, a four-time league cham-

pion from 1954 to 1956, USC always seemed to fall short against the Northern powers.

**MATCHES WON
1940s — 1950s**

WATER POLO

USC 8 - UCLA 5

WATER POLO

In water polo, USC and UCLA were a little more competitive with each other. The teams split season matches as often as not through the early 1940s until Cady's teams began to improve in the late 1940s.

By 1949, USC had one of the strongest water polo programs in the nation. Dick Kohlbase led the PCC in scoring, and the Trojans finished tied with Stanford for the league title. The Trojans swept UCLA, 11-5 and 13-8, during the season. ■

**MATCHES WON
1940s — 1950s**

TENNIS

UCLA 8 - USC 2



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 17

The 1967 Game

Everything was on the line

The cross-town rivalry was perhaps the least of what mattered in the 1967 matchup between the UCLA and USC football teams. The winner of that November game was assured a spot in the Rose Bowl and a clear shot at the No. 1 national ranking. Also at stake was the Heisman Trophy. USC's candidate was junior halfback O.J. Simpson; UCLA's contender was senior quarterback Gary Behan.

The Trojans won the game, 21-20, on Simpson's electrifying 64-yard cross-field touchdown run in the fourth quarter and went on to the Rose Bowl, where their victory earned them the No. 1 national ranking for the season. Behan, who put together one of the best games of his collegiate career despite playing with badly bruised ribs, passed for 301 yards and two touchdowns and led three drives into USC territory that ended with missed field goals. He won the 1967 Heisman Trophy and remains the only Bruin so honored.

Here's what the two stars of the game remember of that day:

O.J. Simpson:

"I have always said that the 1967 game was easily the highlight of my athletic career. It was far beyond even when I ran on the 4x100 world record team at SC and even more than the 2,000 yards. [In 1973, Simpson became the first NFL player to rush for over 2,000 yards in a season.] I never felt more elated or joy after any athletic event than I did after that game....

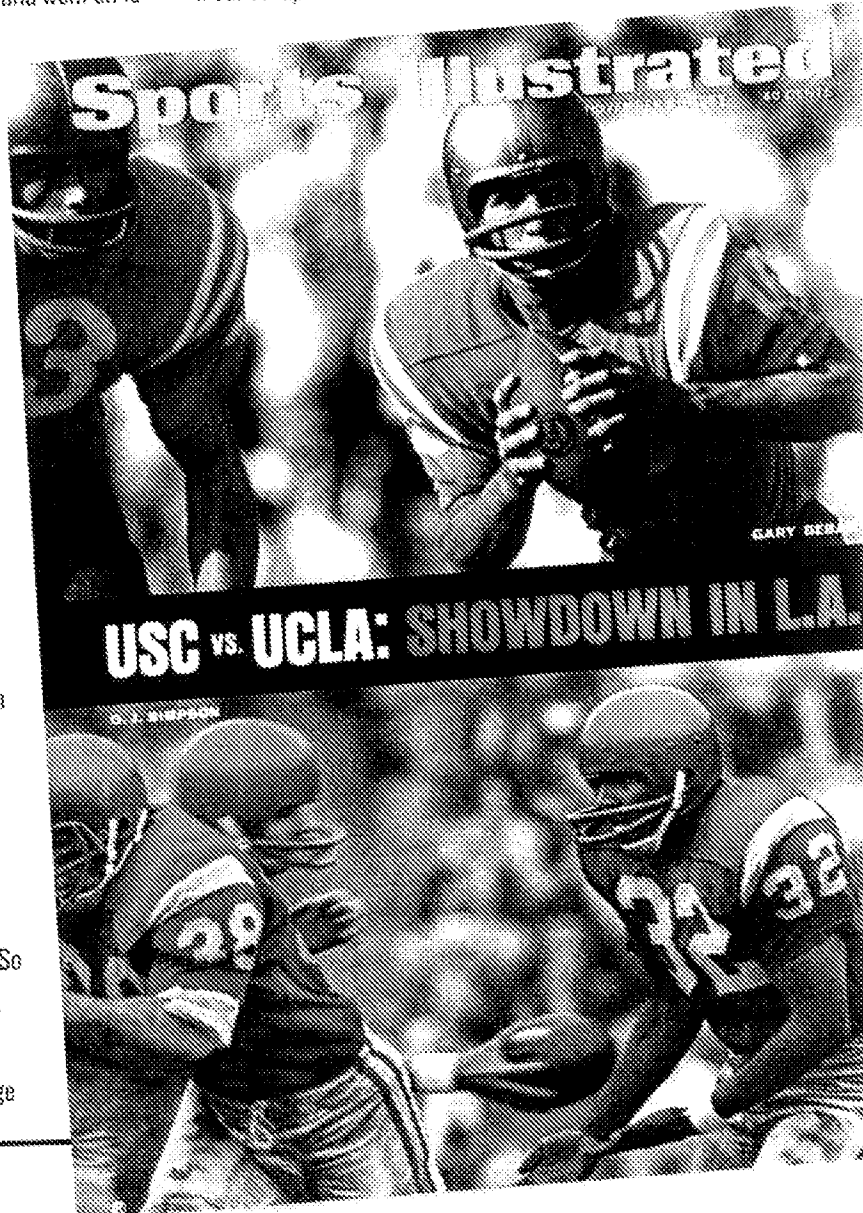
"We were coming off a real low point from a week earlier when we lost, 3-0, to Oregon State.... So we were glad to have a chance to redeem ourselves and have a shot at history....

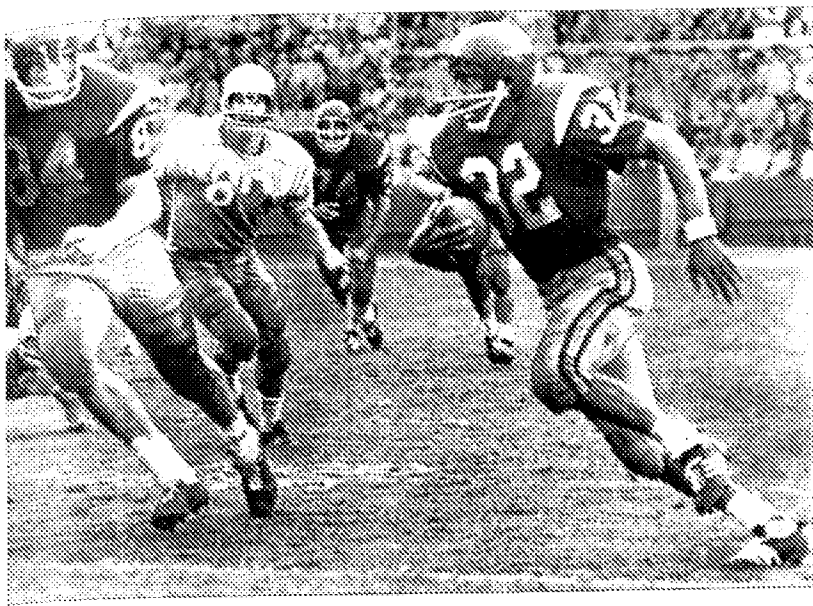
"In 1966, I attended the game as a junior college

recruit for USC and saw how intense the rivalry was. I watched UCLA make a fourth-quarter comeback and win. I remember thinking to myself that I would show them the next year.

"[Before the touchdown run] I was tired and had told [USC quarterback] Toby Page to give me a blow. It was third and seven [from the USC 36-yard line], and we had a passing play called. But he switched to a running play at the line of scrimmage. I was so surprised.

"When [Page] did that, UCLA went into a pass-mode on defense.... When I broke outside, I could hear McKay yelling for me to go, and I was trying to zigzag. I was tired and knew that I didn't have that burst.... I was so oblivious to the crowd. I just remember that I almost collapsed





when [teammate] Earl McCullough hugged me in the end zone.

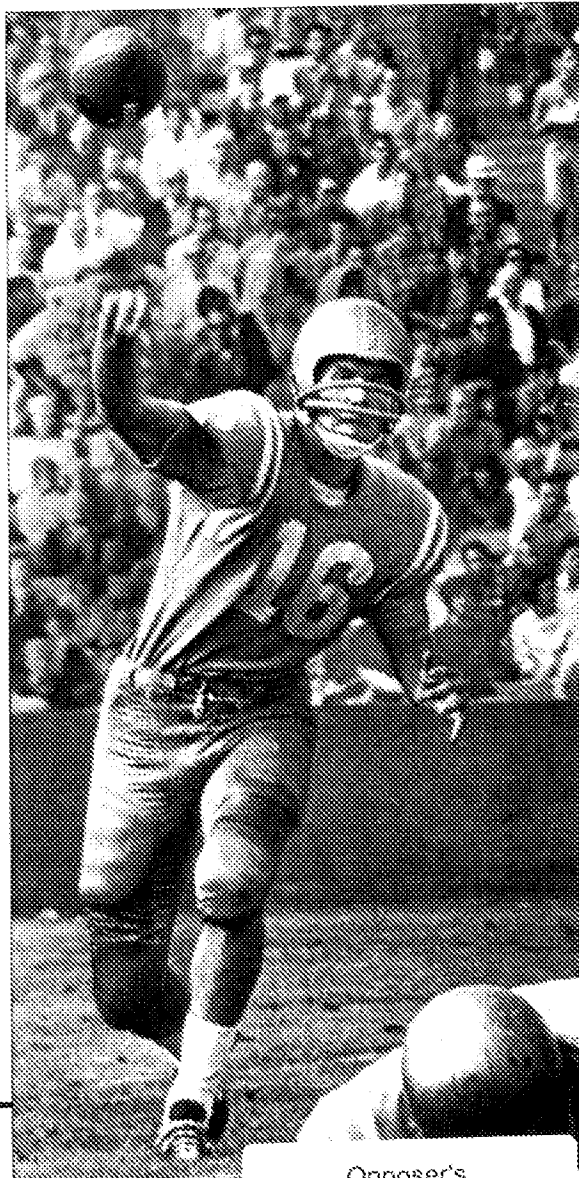
"The rest of the game was just a blur. I kept waiting for Gary Beban to bring UCLA back to take back the lead, but it never happened."

(Simpson, who now lives in Florida, won the Heisman Trophy in 1968 and went on to a record-breaking 11-year professional career in the NFL. He later became a sports announcer, celebrity pitchman and sometime actor before being accused in the 1994 Los Angeles murder of his ex-wife and her acquaintance. He was acquitted of the criminal charges a year later, but in 1997 he was held liable in civil court for both deaths and ordered to pay millions in restitution to the victims' families.)

Gary Beban:

"We came into the game confident. We were No. 1 in the nation and we had beaten USC for the last two years. We were playing in a game [which would likely settle the national championship] that few college players ever get because of opportunities that we had created for ourselves.

"When we came onto the field we had to cross the track that was filled with TV cables, and we felt the energy of the Coli-



■ Top: O.J. Simpson races for the winning TD in 1967. Bottom: Quarterback Gary Beban.

seum immediately. You could tell it was going to be a special day.

"I never saw O.J.'s run because my ribs were always being worked on when I wasn't in the game. But when we came back [after the Simpson touchdown], we still had 10 minutes. We still had time to score and we assumed that we were going to score.

"The seniors hadn't lost a game on California soil in our college careers. We were a relatively undefeated team—just two ties and three losses in three years—and we had always beaten SC in our careers. We didn't have a defeated attitude at all; we just assumed we would score.

"In the end we were disappointed. It was the end of the season and the end of a college career for me. We had gotten so

close. But still we had gotten so far. That game was the best of the series. Everything in college sports was on the line: the city championship, the conference title, the Rose Bowl and the national championship. Even the Heisman. There was nothing else you could put on the table. This was the pinnacle of college football.

"What else could you ask for?"

(After leaving UCLA, Beban was drafted by the Los Angeles Rams but was immediately traded to Washington, where he played two seasons with the Redskins before leaving pro football for a career in real estate. Beban is executive managing director for global corporate services in the Chicago office of the real estate firm of CB Richard Ellis. He was elected into the College Football Hall of Fame in 1986.)

Football Fun and Folly: Part 2

Pranks and blunders, 1950–1970

In the 1950s and 1960s, competition between USC and UCLA continued to produce some very successful and not-so-successful pranks.

In 1957, a Trojan student posing as a Bruin joined the UCLA card stunt team, the group of fans who create large images with placards during football games. Before the big game, he altered the cards to display the USC logo in the corner of the group image when the cards were flashed. By the time his chicanery was discovered, there was no time to undo the damage.

Never had the Bruins' card stunts received such wild cheers from the USC side.

Before the 1958 game, more than 100 USC students were put on guard to protect the school's mascot, Tommy Trojan, which sits in the middle of campus. In previous years, UCLA had somehow managed to get to the mascot with paint, glue and even a blowtorch.

But with so many Trojans acting as security, the Bruins had to take their attack to a new level. They went to the air with a rented helicopter and showered Tommy Trojan with 500 pounds of fertilizer.

In 1966, two USC freshmen were caught putting anti-Bruin posters on UCLA campus trees and buildings. They were taken to separate fraternity houses and kept overnight. The young Trojans had their pants filled with cold mayonnaise and ice cubes, and their clothing was soaked with beer and shaving cream.

Both men also had their heads shaved, and one was painted from head to toe in blue and gold. They were found chained to a fire hydrant on the UCLA campus the next morning.

In 1958, a group of USC students kidnapped the driver for the company that delivered the Daily Bruin to the UCLA campus and substituted his load of newspa-

pers with about 3,000 copies of a satirical replica of the UCLA paper.

On the front page of the SC version of the Daily Bruin were pictures of USC football coach Don Clark and USC President Norman Topping. The banner headline read, "Highly Spirited SC Rates Wide Choice."

The USC students, disguised in UCLA blue sweaters, distributed the phony papers in the Daily Bruin's regular campus circulation boxes.

Perhaps the most outlandish prank never got off the ground. In November 1961, Los Angeles police were tipped off about a couple of USC students who supposedly had planted explosives in the Coliseum field before the game.

Police dug up what were believed to be three half-sticks of dynamite behind the east goal post. Wires leading to the wall in front of the USC cheering section were anchored near an electrical outlet. Police did not announce their finding until after the game and kept the wires under surveillance, but nobody went near them.

Less than a month later, two USC students confessed that they had planted the sticks, which were smoke bombs, not dynamite.

gling to get by without Beban, their 1967 Heisman winner, who had graduated a few months earlier.

With sophomore Jim Nader and junior Bill Bolden stepping in at quarterback for Beban, the Bruins' had to rely heavily on tailback Greg Jones and a stingy defense. The combination led to a 3–6 record heading into USC week.



TRACK AND FIELD

Heading into the 1960 season, USC's track program was in somewhat of a slump, at least by its lofty standards. The Trojans had won nine consecutive NCAA team titles from 1935 to 1943 and seven in a row in the 1950s, but they

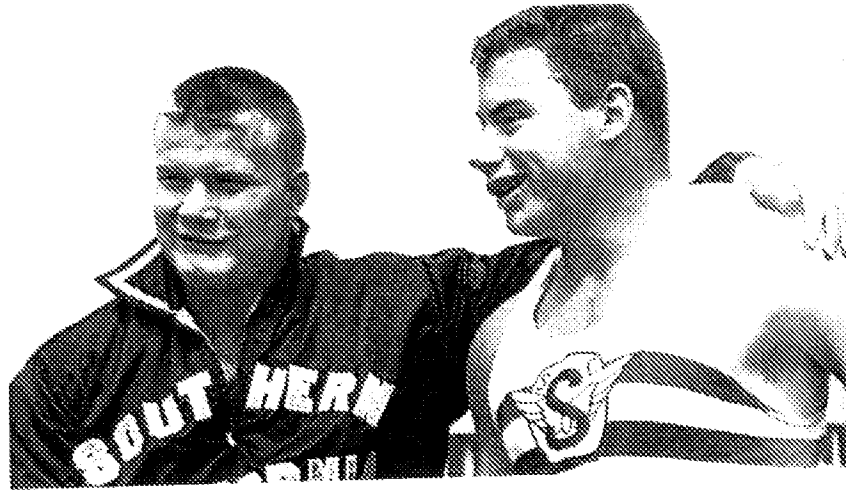


had won only one in the previous four seasons.

Still, USC was the class of the West Coast. With weight thrower Dallas Long and triple jumper Lurlier Hayes leading the way, USC dominated league competition and extended its dual-meet winning streak to 85. Against UCLA, the Trojans rolled to an 81-51 victory at East Los Angeles College.

But again, USC fell short of an NCAA championship when the Trojans failed to produce any points in running events to add to victories by Hayes and Long.

UCLA had one national champion in high hurdler Jimmy Johnson and finished third at the 1960 NCAA meet. But later that summer, at the 1960 Rome Olympics, the Bruins of Coach Ducky Drake finished 1-2 in the decathlon when Rafer Johnson defeated teammate C.K. Yang and broke the



Olympic record for the event.

In 1961, the Trojans extended their dual-meet victory streak to 92, including an 81.5-to-49.5 victory over the Bruins. Long set a dual-meet record of 63 feet in the shot put and Rex Cawley broke a 22-year-old record in the 440 in 47.1 seconds. USC went on to win its first NCAA title since 1958 behind Long's victory in the shot put, Hayes' win in the triple jump and Jim Brewer's first-place tie in the pole vault.

The title was the seventh in 11 years for Coach Jess Mortensen, who died before the start of the 1962 season of a pulmonary embolism.

With Athletic Director Jess Hill acting as interim coach, the Trojans finally lost a dual meet when Oregon defeated USC, 75-56, at the Coliseum on April 21, 1962, the Trojans' first defeat since 1945.

Before the NCAA meet that season, *The Times'* Al Wolf wrote that he believed the age of USC's domination might be nearing an end: "Track teams are getting better all over the country. Where USC formerly was one of the sport's few strongholds, improved coaching and brisker recruiting have produced a leveling effect."

■ Shot putters Dallas Long, left, and Dave Davis at 1960 meet.

■ Center: C. K. Yang with Coach Ducky Drake.

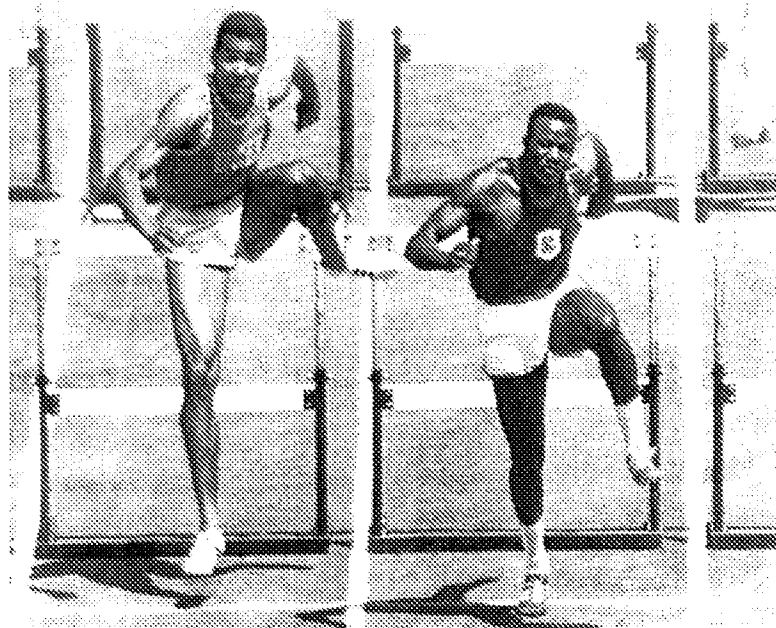
■ Bottom: Coach Vern Wolfe.



louch and O.J. Simpson to build the depth they had been missing.

But it wasn't enough. The Bruins handed the Trojans their second dual-meet defeat in 1967. With Copeland dominating the hurdles and Gerald Lee the triple jump, UCLA defeated USC, 83-62.

USC got its revenge at the



Right: Earl McCullouch pulls ahead of Ron Copeland in the high hurdles in 1967. Below: Lennox Miller leads the way to the tape.



and McCullouch broke that mark by a full second with a winning time of 38.6.

In 1968, the Trojans repeated as NCAA champions, with Miller becoming USC's first winner in the 100 since Mel Patton won three consecutive times in the late 1940s. McCullouch won the high hurdles for the second year in a row, and the Trojans again took home the 440-relay title.

USC also ended a two-year losing streak to UCLA in

NCAA championship level; the Trojans won the indoor title and finished tied for first outdoors with McCullouch and pole vaulter Bob Seagren winning national titles.

It was the Trojans' 440-relay team that really made news at the 1967 NCAA championships. After having watched UCLA equal the world record of 39.6 seconds in the Bruins' dual-meet victory a month earlier, Lennox Miller, Fred Fuller, Simpson

and McCullouch broke that mark by a full second with a winning time of 38.6.

The next year, USC routed UCLA, 94-60, but the Bruins won the Pacific-8 Conference championship and finished fifth in the NCAA meet, ahead of USC. Bush's 1969 team was

loaded with talented young runners, led by Wayne Collett and John Smith. The Bruins won the NCAA mile relay with Len Van Hofwegen and Andy Young joining Collett and Smith.

**MEETS WON
The 1960s**
TRACK & FIELD
USC 8 - UCLA 2



■ Top: The Bruins' multi-talented baseball team in 1964 included football stars, from left: Willie Brown, Mike Garrett and Fred Hill. Right: Rod Dedeaux, left, gives a few base-running tips to Willie Brown, center, and Ken Walker.

UCLA's Randy Schwartz led the CIBA in batting with a .388 average and helped the Bruins win the first three games of their four-game season series against the Trojans, outscoring them 27-6. The second game of that series, at USC, was played in terrible conditions.

After losing, 11-2, in their third game, the Trojans put things together and won 14 of their final 17 games, including a 1-0 victory over UCLA at Westwood.

In 1964, the Bruins had another strong team with Schwartz and Jim Colletto, and again finished third in the CIBA with a 13-7 league record, 35-16-2 overall.

They split four games with USC, which won its second consecutive CIBA title behind Peterson's 17-3 record but fell short of another national title.

The next season, a young pitcher emerged for USC, one who would go on to a Hall of Fame career in the big leagues. Tom Seaver finished 10-2 in his only season with the Trojans, but even with the dominating Seaver, USC struggled late in the season and finished fourth in the CIBA at 9-11, just the second time a Dedeaux-coached Trojan team finished below .500 in conference play.

The Bruins finished third again, behind Bill Macri and Colletto, split four games with the Trojans and ended up a strong



33-15 overall.

In 1966, the Trojans rebounded to win the CIBA title but failed to reach the College

**MATCHES WON
The 1960s**

WATER POLO

UCLA 10 - USC 8

mous all-conference player.

UCLA, led by All-Americans such as Dave Ashleigh, Bruce Bradley, Stan Cole, Kenny Smith and Russ and Torey Webb, then went on a tear, going undefeated for three consecutive seasons, from 1965 through 1967.

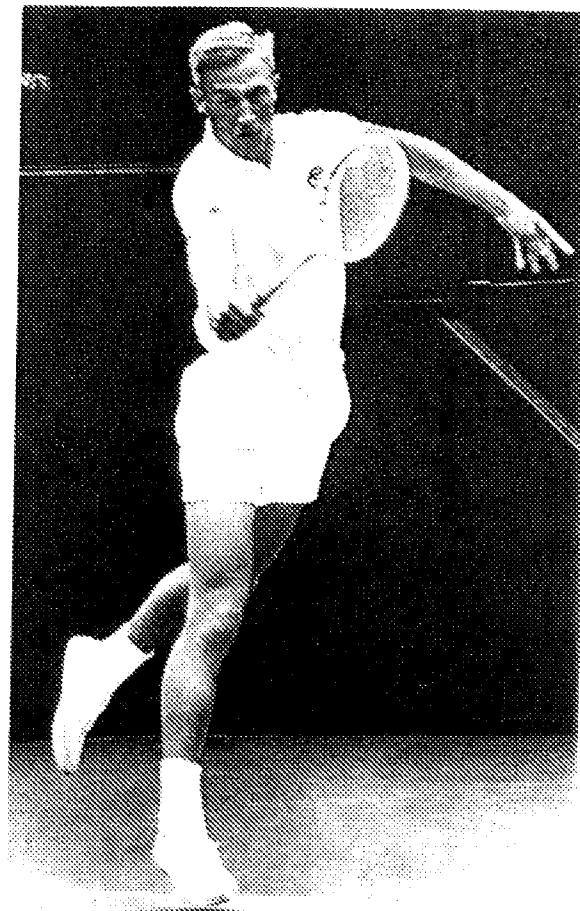
In 1968, USC ended UCLA's 51-game winning streak and tied the Bruins for the conference championship. But the following year, in the inaugural national championships, All-Americans Jim Ferguson and Torey Webb led UCLA through three difficult tournament games, including a 4-3 victory over USC in the first round, then to the title.

TENNIS

If you wanted to play for an NCAA championship tennis program in the 1960s, there was only one place to go to school: Los Angeles.

USC and UCLA, with rosters filled with players who were destined to become some of the biggest names in international tennis, teamed to win 12 consecutive national titles, starting with UCLA's back-to-back victories in 1960 and '61.

Sophomore Larry Nagler, who won the NCAA singles title and doubles with Allen Fox, led UCLA Coach J.D. Morgan's 1960 team. He had plenty of great players behind him. Fox, Norman Perry, and Roger Werksman each earned multiple All-America honors, and they helped the Bruins sweep the Trojans that year. USC had a solid team with Greg Grant, Bobby Delgado,



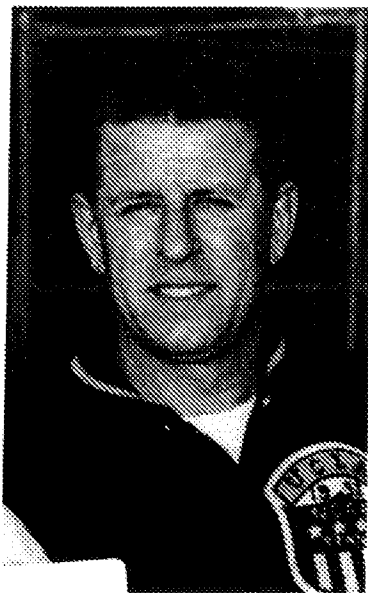
Allan Tong and Dick Leach, but the Trojans struggled against UCLA's top players.

In 1961, the Bruins again were loaded with Nagler, Fox, Perry and Paul Palmer. UCLA rolled through league play, with Nagler repeating as the Athletic Association of Western Universities singles champion. Nagler, however, failed to repeat as the NCAA champion, but at least his place was taken by a teammate. Allen Fox capped off a standout collegiate career with his first NCAA singles title. USC's Rafael Osuna and Ramsey Earnhart rallied to take home the Trojans' ninth doubles title.

After having won 13 of

■ Top: Trojan great Stan Smith.

■ Bottom: Bruin tennis coach J.D. Morgan.



yards rushing in 26 carries, scoring the Trojans' first touchdown on a 23-yard run.

UCLA's wishbone got off to a good start when the Bruins took nine minutes off the clock with a 17-play drive to cut USC's lead to 10-7 in the first quarter. But that was the highlight of the night for the Bruins, who struggled once they fell behind because of their lack of a passing game.

USC went on to win the 1972 national championship and began the next season as the favorite to repeat. Although All-American tight end Charles Young, who was elected to the College Football Hall of Fame in 2004, tackle Pete Adams and fullback Sam Cunningham had moved on to the NFL and sophomore Pat Haden lacked the veteran leadership of Rae at quarterback, the Trojans were still formidable.

But their repeat title hopes were dashed with a tie against Oklahoma and a loss at Notre Dame. The Trojans headed into their matchup against UCLA needing a victory over the Bruins to make their second consecutive Rose Bowl appearance.

Rodgers and the Bruins believed that they were ready for the Trojans in 1973. With Har-

mon now splitting time with sophomore John Sciarra at quarterback, the Bruins, after a season-opening loss against Nebraska, won nine consecutive games heading into the USC game. They needed one more victory to reach the Rose Bowl for the first time since the 1965 season.

But the Bruins took their lumps. UCLA turned the ball over six times and again had trouble passing, gaining only 82 yards in the air. Trojan defenders Monte Doris, Dale Mitchell and All-American Richard Wood had a field day disrupting the Bruins' offense.

Anthony Davis led USC with 145 yards rushing in 27 carries, and Haden made enough big plays to send the Trojans to a 23-13 win and to the Rose Bowl, where they would eventually lose to Ohio State, 42-21.

After the season, UCLA found itself looking for a new coach when Rodgers returned to coach his alma mater, Georgia Tech. In three seasons, he had failed to defeat the Trojans, but he did help turn UCLA into an offensive powerhouse.

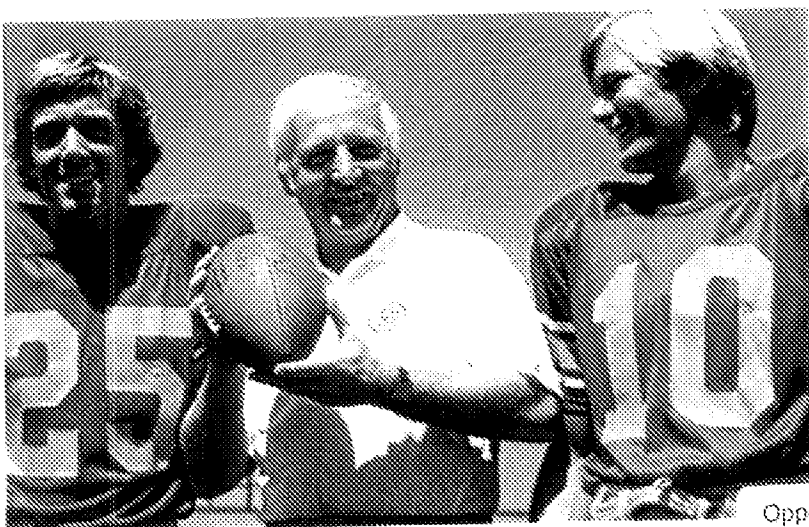
UCLA did not look far for Rodgers' replacement, hiring Dick Vermeil, a former Bruin offensive coordinator who was an assistant coach for the Los Angeles Rams.

Vermeil brought a sense of toughness to



■ Top: Bruin coach Dick Vermeil.

■ Below: Trojan quarterback Pat Haden, right, with Coach John McKay and his son, J.K.





■ Top: USC coach John Robinson flashes the victory sign after 1976 win over the Bruins

■ Below: UCLA coach Terry Donahue in 1977.

■ Opposite: USC running back Ricky Bell.

anced offense and Wood and defensive back Charles Phillips toughening the defense, were heavily favored.

The game wasn't even close. Davis ran for 195 yards in 31 carries to lead USC to a 34–9 victory, the Trojans' largest margin of victory in the rivalry since 1944. The victory was USC's fifth in a row over UCLA when the Rose Bowl was on the line for both teams. The Trojans went on to beat Ohio State in the Rose Bowl, 18–17, gaining revenge for the 21–point beating at the hands of the Buckeyes a year earlier.

USC and UCLA expected big things at the start of the 1975 season. With a deal to become the first head coach of the NFL expansion Tampa Bay Buccaneers already in place, McKay wanted to go out on top with the Trojans. He was excited about converted fullback Ricky Bell, who took over from Davis at tailback, and USC's big-play defense.

Although rumors ran rampant around Los Angeles that McKay had accepted the NFL job, he kept his decision a secret while the Trojans opened the season with seven consecutive victories, outscor-

ing opponents 174–66.

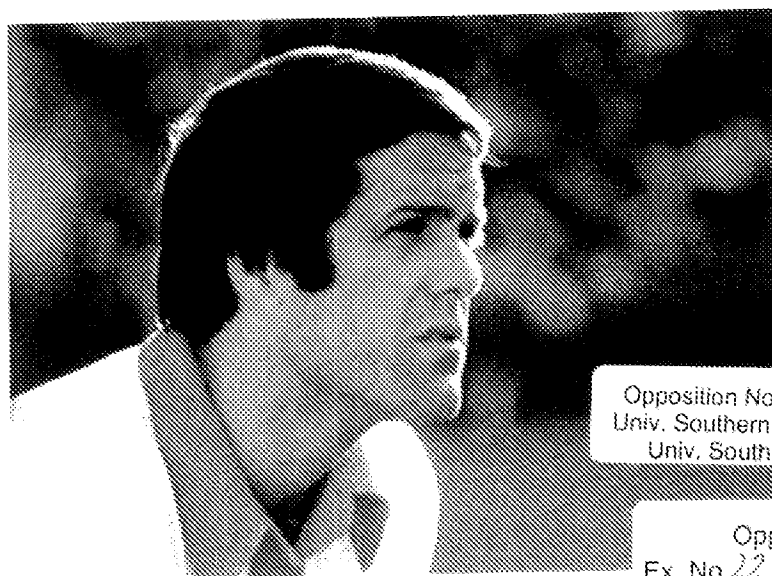
However, by the time the Bruins met the Trojans, USC's program was in disarray because McKay had announced that he would depart at season's end. The news unsettled the team, and the Trojans lost three games in a row heading into the game against the Bruins.

Still, there was motivation for the Trojans, since a USC victory would keep UCLA from winning the conference title and its first Rose Bowl berth in 10 years.

The Bruins tried their best to give the game away, but they overcame eight fumbles to spoil McKay's final game at the Coliseum, 25–22. Wendell Tyler fumbled four times but still finished with 130 yards in 17 carries. For a change, the key to the Bruins' victory was their defense, which was led by linebackers Ray Bell and Terry Tautolo and nose guard Cliff Frazier.

Ricky Bell had a big game with 136 yards rushing in 36 carries, but USC quarterback Vince Evans, who at one point threw 14 consecutive incompletions, had a miserable outing.

After upsetting then-No. 1 Ohio State in the Rose Bowl, Vermeil and the Bruins could rightfully claim they owned Los Angeles. McKay was now an NFL coach, and USC's control of the West Coast college football world seemed to be coming to an end.



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 26

Nine minutes, 30 seconds of Trojan Hell

Hoop loss still smarts

UCLA Coach John Wooden's success over USC is undeniable. Wooden's teams were 61-23 against the Trojans, 28-2 in his last 30 games against USC.

But on Feb. 6, 1971, the Bruins faced an undefeated USC team that was actually ranked higher. With guard Paul Westphal leading the way, Coach Bob Boyd's Trojans were 15-0 and favored over the 15-1 Bruins.

With Kareem Abdul-Jabbar (then Lew Alcindor) gone, people around Los Angeles questioned UCLA's dominance. Critics said that Wooden's team lacked teamwork and that the money of professional basketball had become a distraction.

Walton had a big first half, finding Larry Hollyfield with back-door passes for easy layups, and the Bruins led 32-25 at intermission. UCLA opened the second half with eight consecutive points and never looked back in an easy 76-56 victory as Keith Wilkes scored 15 of his 17 points in the second half and Walton finished with 17 points and 20 rebounds. The Bruins went on to beat Memphis State in the NCAA title game, their

But the Bruins felt differently, and behind the leadership of Sidney Wicks, Curtis Rowe and Steve Patterson, they wanted to prove it against the Trojans.

In front of a sellout crowd of 15,307 at the Sports Arena, USC played a near-perfect game and took a 59-50 lead midway into the second half. Everything was working for the Trojans, and they had the Bruins on the ropes with their fans starting to smell victory.

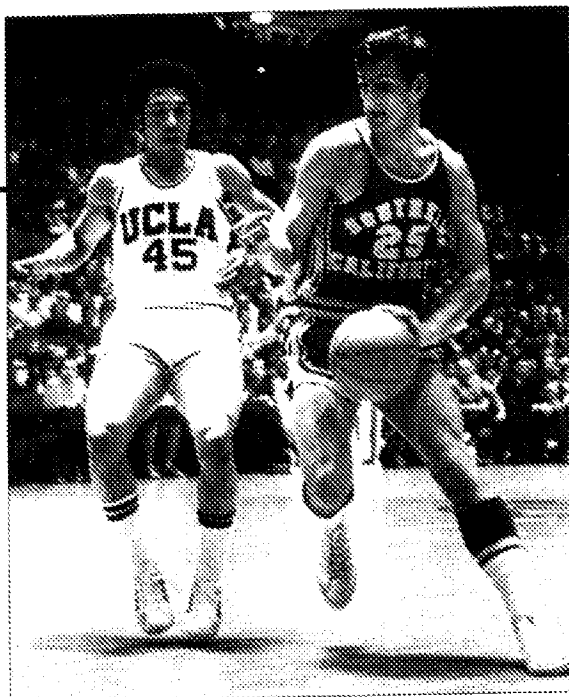
But USC couldn't hang on. UCLA held the Trojans to one point over the final nine minutes, 30 seconds and won

going away, 64-60. It was a total collapse by the Trojans.

When the teams met again on March 13 at Pauley Pavilion, UCLA ran up a 19-point lead in the first half, won 73-62, and went on to a fifth consecutive NCAA title.

When asked by The Times in 1985 what he thought would have happened if USC had held that nine-point lead in the first meeting in 1971, Westphal said: "I don't think it would have changed very much.... SC had a great recruiting year the next year: Gus Williams, John Lambert.

[But Bill] Walton had already been recruited [by UCLA]. And no matter who USC got, they wouldn't have beaten Walton."



seventh consecutive national championship.

At the start of the 1973-74 season, the Bruins were the undisputed kings of the college basketball world. With Walton providing great senior leadership, UCLA won its first 13 games to extend its winning streak to an NCAA-record 88 games before losing to Notre Dame.

The Bruins' next game after that loss was against USC, which was 14-2 and loaded for

key for UCLA was diving, where the Bruins outscored USC, 80-5.

But at the NCAA championships, USC finally beat the Bruins with their best effort of the season. The Trojans finished second behind Stanford but ahead of third-place UCLA.

In 1972, the Trojans swept through the regular season, going 9-0 in the Pac-8, including an easy victory over the Bruins. In the conference meet, USC won by a record 50 points.

The next season, the Trojans were defeated twice in dual meets for the first time under Daland, including a tight loss to the Bruins. With Kurt Krumpholz anchoring UCLA's winning 400 medley and freestyle relays, the Bruins upset the Trojans, 59-54.

UCLA might not have won the meet without diver Susie Kincade, who swept both the one- and three-meter diving events. Because the Bruins had no women's swimming program, Kincade was allowed to compete on the men's team.

The defeat wrapped up a 5-2 regular season for the Trojans, but behind James McConica and Steve Furniss, they bounced back to win their 11th conference title in 14 years. At the NCAA championship meet, USC finished third.

For 1974, USC added one of the best freshman classes in the history of the rivalry. John Naher, Joe Bottom, Rod Strachan, Marc Greenwood and Scott Brown gave the Trojans' program an instant boost.

In what would be his final season as head swimming coach, Bob Horn's team was out-matched by the Trojans. After losing to the Bruins in 1973, USC saw to it that history did not repeat itself and cruised to a 92-21 victory. USC then won its first NCAA title since 1966.

MEETS WON The 1970s

SWIMMING

USC 7 - UCLA 3

So thorough was the Trojans' domination of UCLA that the only first-place points recorded by the Bruins came in the diving events, where Kincade bested USC's

Carl Rankin in the three-meter event.

At the end of the 1974 season, the Bruins hired George Haines, a four-time U.S. Olympic swimming coach and coach of the national powerhouse Santa Clara Swim Club, to take over as coach. His principal job was to get the Bruins to compete more effectively against the Trojans.

But in his first three seasons at UCLA, Haines watched USC go 31-0 and win three consecutive national and conference championships.

Finally in 1978, Haines and the Bruins accomplished their goal by ending two major USC winning streaks. Led by freshman Brian Goodell's victories in the 500- and 1,000-yard freestyle events and a win by Kip Virts in the 200-yard breaststroke, UCLA defeated USC, 60-53.

The Bruins' win not only ended USC's overall winning streak at 49 but handed the Trojans their first defeat in the USC North Gym pool (known as the Dungeon) since 1957.

Before the start of the 1979 season, Haines retired, and the Bruins hired Ron Ballatore, who also made defeating USC a priority. "There's a big rivalry, no question," Ballatore told *The Times*. "Our guys really hate SC and want to beat them real bad. I don't mean to use the word 'hate.' It sounds better when you say 'rivalry.' But basically, that's what it is."

Yet, it was still USC who was the powerhouse, finishing the 1979 season 12-2 in conference play and winding up as runners-up for the NCAA title.

■ Bruin tight end Tim Wrightman, fore-ground, with fullback Jake Penaranda.

record since 1976.

Sophomore quarterbacks Tom Ramsey and Jay Schroeder and tailback Freeman McNeil, though injured for part of the season, led a balanced Bruin offense that would finish with 1,401 yards passing and 1,980 rushing.

At USC, Marcus Allen had taken over from Charles White at tailback and led the Trojans to a 7-0-1 record until they lost to Washington,



20-10, the week before the UCLA game. That ended a 28-game unbeaten streak for the Trojans and took a little luster off the big game.

Still, at UCLA, Donahue's players had plenty of incentive and were determined to

avenge a 49-14 loss to the Trojans in 1979.

"I've grown up with a lot of these [USC] guys," Bruin tight end Tim Wrightman told *The Times* before the game. "When I'm playing across from some guy at Washington, I'm blocking a number. Against USC,

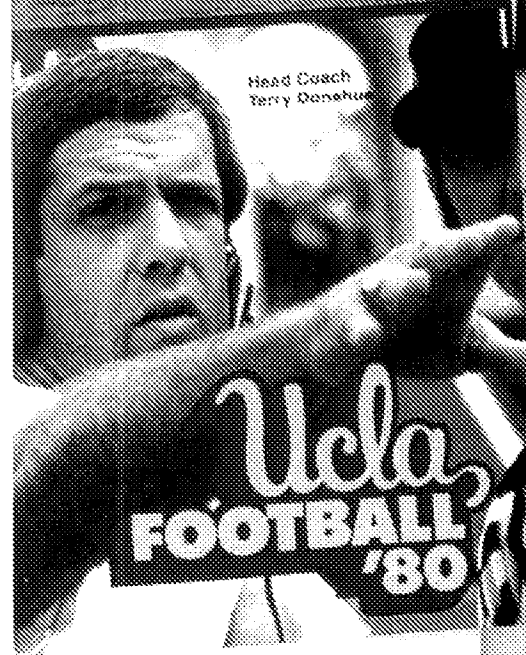
it's somebody I know. That's what makes it so big for me. That we're not playing for the Rose Bowl, I don't think that has much effect on how we feel. The thing, after all, is coming out of the tunnel and getting hit with that crowd—all blue and gold on one side, cardinal and gold on the other. I can't describe it."

Using an eight-man front to hold Allen to 72 yards rushing in 37 carries—93 yards under his season average—the Bruins won 20-17, giving Donahue his first victory in five outings against USC.

Schroeder, who replaced Ramsey in the first quarter, completed nine of 11 passes for 165 yards and two touchdowns, including



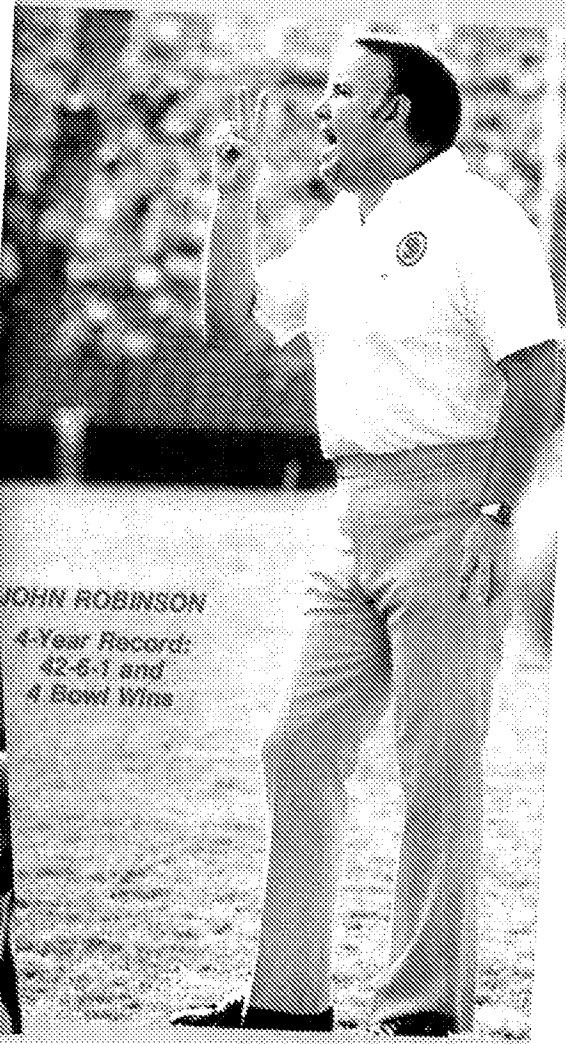
Johnny "Johnny" Easter
Trojans' Trophy Collection



Head Coach
Terry Donahue

Ucla
FOOTBALL
'80

USC FOOTBALL



JOHN ROBINSON
4-Year Record:
42-6-1 and
4 Bowl Wins

1980

Rodney Peete USC

On the spot

One of the most bizarre weeks in the history of the USC vs. UCLA football rivalry happened in 1988 before the Trojans played the Bruins on Nov. 19 at the Rose Bowl. With the Pacific-10 Conference title on the line, all attention was on USC Heisman Trophy candidate Rodney Peete, who had contracted measles.

Throughout the week, the Trojans were vague about Peete's status, which only added to the drama of a game that featured two teams ranked in the top six and UCLA's own Heisman Trophy candidate, Troy Aikman.

Almost no one was sure whether Peete would play until kickoff.

an apartment with the Trojan leader.

"I had just returned home from the hospital following surgery on my right knee and wasn't feeling well," Chesley said. "But I remember Rodney coming home and telling me that he also was feeling bad."

Chesley said he had taken some medication that actually made him feel worse, and the team's doctor, Richard Diehl, then came to the players' mid-Wilshire apartment.

"That's when all hell broke loose," Chesley said. "They brought an ambulance for me to be transported back to the hospital. When I came out, I said, 'What in the world is all this about?' There were cameras everywhere. People were in the hallways, on the front lawn, just everywhere. There were signs outside, with one, 'Go SC, for Peete's sake!'"

"So, here I am going in the ambulance and people are thinking that it was Rodney. It's so funny to think people were outside our building singing and worried, and it was me."

Chesley's return to the hospital turned out to be a perfect diversion for Peete, whom USC medical staff moved to a local hotel so he could rest before the game.

When Chesley returned from the hospital, he was barraged by phone calls from people checking in on the quarterback's status.

But one person who knew about Peete's health was USC tight end Martin Chesley, who shared

"I remember [The Times'] Mal Florence calling looking for Rodney," Chesley said. "He kept trying to probe and then finally he asked me what did I think about Rodney's chances of playing. I told him, 'Knowing the type of guy he is, if I had to put my money on whether this guy is going to play, knowing him the way I know him, he'll be fighting to play.'"

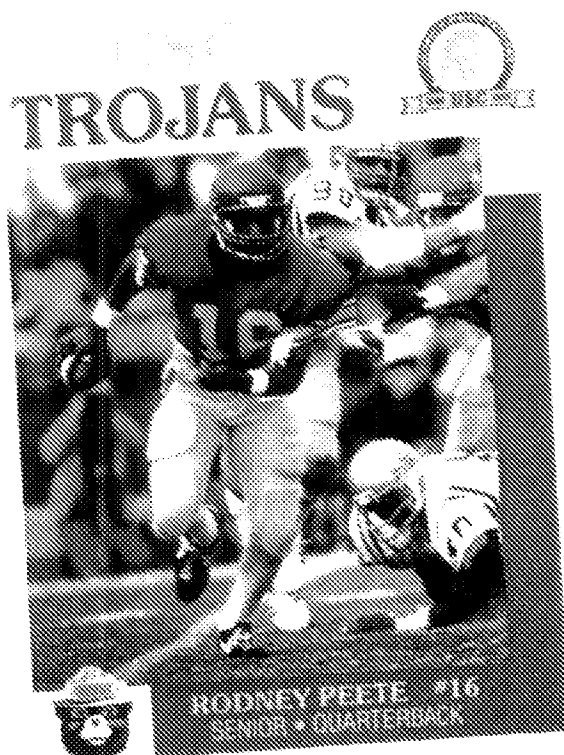
"Well, the next day in the newspaper, there's a story saying that Peete's going to play, using me as the source. I was so angry. But everything worked out in the end. Rodney lost his voice but was able to play and we won."

Peete did play and played well enough to lead the Trojans to a 31-22 victory. After watching Peete complete 16 of 28 passes for 189 yards and a touchdown, The Times' Scott Ostler wrote: "Come on Rodney, show us a splotch. One splotch. Show us a doctor's report, preferably notarized. Quick, now, describe the hospital where you supposedly spent the past week, fighting a courageous battle against the dreaded measles."

"Convince us, Rodney Peete, that you really were sick, that this wasn't just a great little practical joke you and your Trojans pulled off to throw the UCLA Bruins off-balance...."

"If it all seemed weird and theatrical, remember that USC is the school that gave us George Lucas. At least they didn't have Rodney arrive at the Rose Bowl in a UFO."

Peete finished second in the Heisman voting that year to Oklahoma State running back Barry Sanders.





■ Bruin quarterback and future NFL superstar Troy Aikman in 1988.

Bowl, the largest crowd for a USC-UCLA game since 1954. Peete completed 16 of 28 passes for 189 yards and a touchdown, adding another on the ground. Aikman passed for 317 yards and two touchdowns. Although they lost to USC at the end of the season, the Bruins went on to the Cotton Bowl, where they defeated Arkansas and gave Donahue his NCAA-record seventh consecutive bowl victory.

It was a season of adjustments for both teams in 1989. With Peete and Aikman in the

NFL, both teams started new quarterbacks, players who had been high school rivals in Orange County: freshman Todd Marinovich at USC and Bret Johnson at UCLA.

USC had already clinched a Rose Bowl berth when the teams met in the Coliseum, Marinovich on his way to becoming the fourth Trojan to pass for more than 2,000 yards in a season.

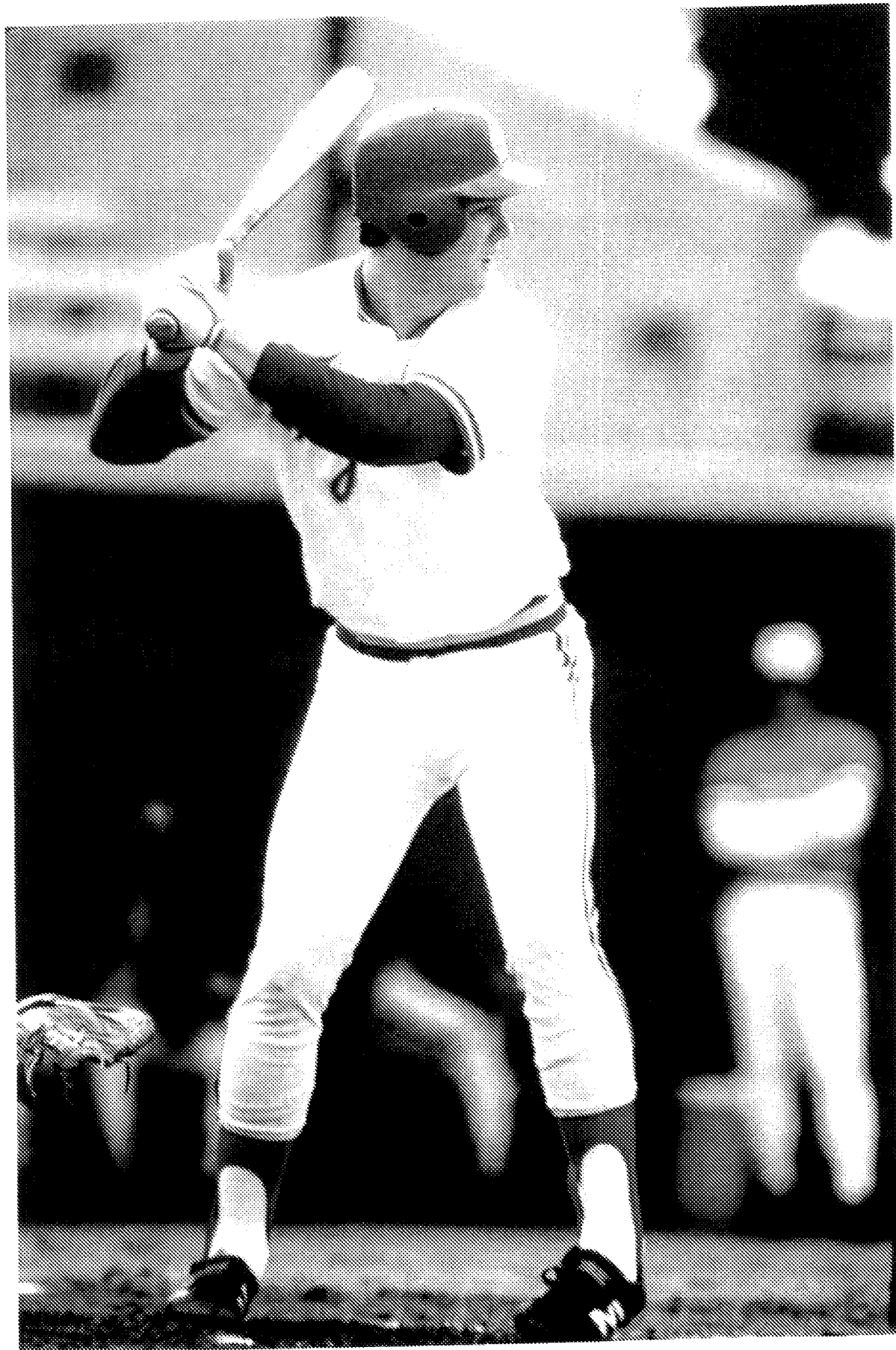
The Bruins were struggling at 3-7, and Johnson had not led the Bruins to a second-half touchdown in six games. The game had all the makings of a rout, but UCLA looked to the USC game to salvage a forgettable season. Linebacker Marcus Patton told *The Times*, "The record will always be there, but we could say that we beat SC. Two of the most successful teams in the school's history didn't beat them the last two years, so if we beat them

this year, it will make our season."

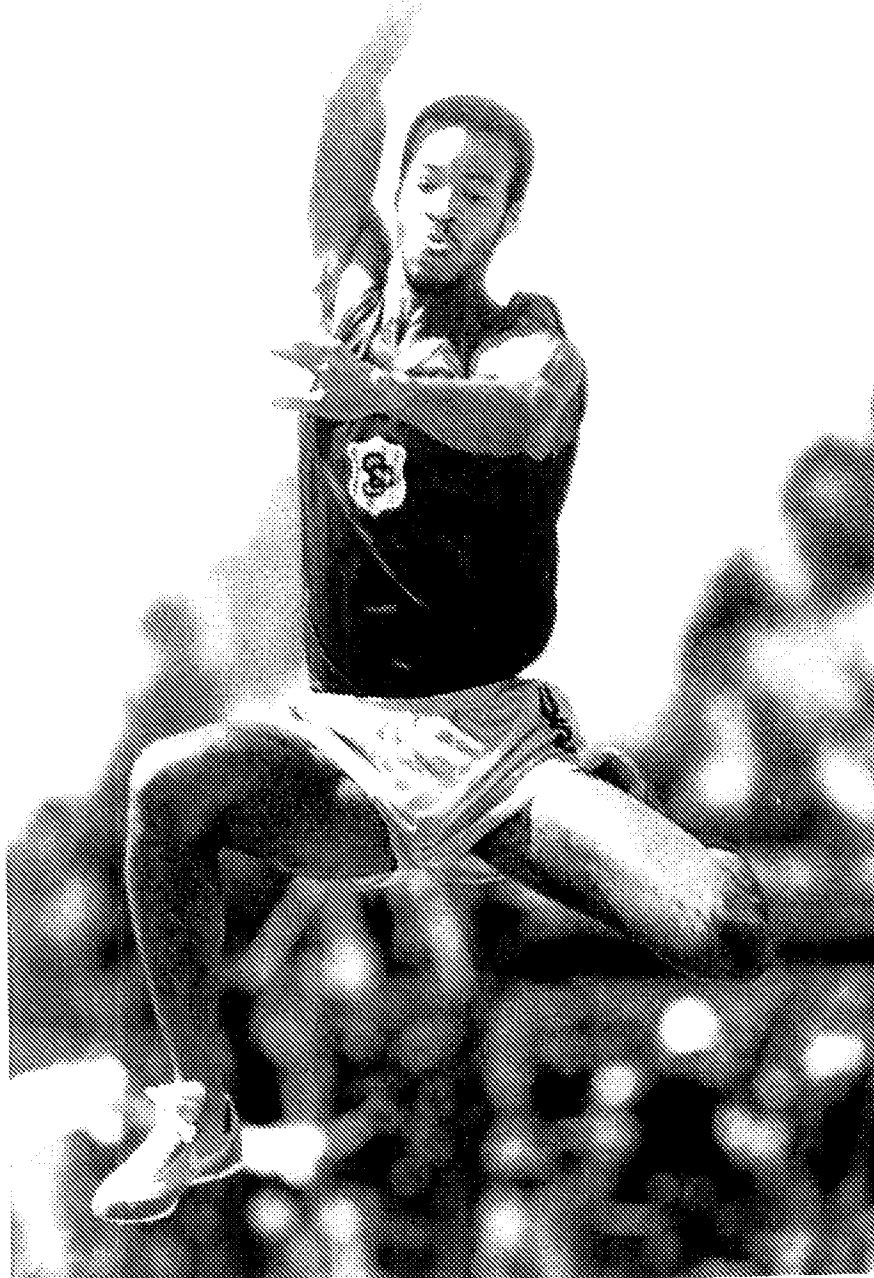
The teams played to a 10-10 tie. The Trojans took the tie like a loss.

USC finished with 387 net yards compared with UCLA's 202, and 20 first downs to the Bruins' 10. It was an ugly game with nine turnovers and 16 penalties. Each team was assessed two unsportsmanlike conduct infractions.

USC went on to defeat Michigan, 17-10, in the Rose Bowl. And UCLA looked with a hopeful eye to a new decade.



■ Future home-run king Mark McGwire as a Trojan.



Ed Yave,
above, and
Andre Phillips.

■ Opposite:
Greg Foster.

ing the discus and hammer throws, the Bruins completed Bush's run against the Trojans with an impressive victory.

The next year Bob Larsen took over at UCLA and Ernie Bullard at USC.

Although Bullard worked to increase the size of the 1985 Trojans' team, they still did not have enough athletes to cover 21 events. That was not a problem for Larsen, who didn't have many elite athletes but still had enough talent to defeat the Trojans, 89-73.

The 1986 dual meet was moved to the Coliseum for the first time since 1974. With a

seven-meet losing streak against UCLA, the Trojans thought they were ready for the Bruins. Bullard's team was deeper and entered with a 6-0 dual meet record.

UCLA also was unbeaten at 8-0 and remained that way, winning 12 of 19 events for a 104-59 victory.

With freshman Henry Thomas sidelined because of a foot injury, UCLA teammate Mike Marsh stole the spotlight by winning the 200 meters and finishing second in the 100 behind USC's Luis Morales. UCLA also received



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 33

Terry Donahue UCLA

His Trojan War lasted 28 seasons

Not many people have a better understanding of just what's at stake in the

USC-UCLA rivalry than Terry Donahue.

The former Bruin football coach was involved in 28 games against the Trojans as a player, assistant and head coach.

"Winners talk and losers walk' is a statement that is never more true than when UCLA and USC face each other," said Donahue, now the general manager of the San Francisco 49ers. "You live with whatever happens in that game for 364 days, until you play again."

Donahue's first game against USC was in 1964, but as a walk-on defensive tackle for the Bruins, he didn't play in the Trojans' 34-13 victory.

"I really didn't get a taste of the rivalry then," Donahue said, "because I was on the bench eating oranges, watching the game."

He played a bigger role the next two

seasons. As a starter on the defensive line who had earned a scholarship, Donahue helped the Bruins to narrow victories in 1965 and 1966.

After four years as an assistant at Kansas, he returned to UCLA after the 1970 season as an assistant coach, then became head coach in 1976 when Dick Vermeil left for the NFL. Donahue would keep that position for 20 years, building a 151-74-6 record, going 8-4-1 in bowl games.

But he had an inauspicious head coaching start against USC, which beat UCLA the first four times they played under Donahue's watch. Those losses almost cost him his job, but in 1980, the Bruins finally broke the string. Jay Schroeder's late touchdown pass to Freeman McNeil gave UCLA a 20-17 victory.

"Every game in the rivalry left an indelible mark in my head, but that game was key," Donahue said. "Because without

that one, there might not have been any other experiences for me in the rivalry."

Donahue's record against the Trojans began and ended with streaks—he lost the first four, then won his last five to finish his head coaching career with a 10-9-1 record over the crosstown rivals. No other Bruin football coach has won five in a row over USC.

"One of the things that I am most proud of is having a winning record against SC," Donahue said. "To know that we beat those guys more than they beat us when I was coach is very special to me."

Donahue's final victory was in 1995, a 24-20 upset of John Robinson's 11th-ranked Trojans, a victory that gave him his winning mark against USC.

"This rivalry is just so hard to explain to somebody outside who has never experienced it," Donahue said. "The pageantry is one of [a] kind.... I don't know if I would call it hatred, but it is certainly intense. You know that you were competing against the best, and you didn't like the other guys very much when you played. That's what the rivalry is all about."

touchdown by Keith Brown before failing on an on-side kick that gave the Trojans the ball and a seven-point lead with 1:37 to play. After forcing a turnover, the Bruins triggered an overtime when Skip Hicks ran for an 11-yard touchdown with 39 seconds left in regulation. His 25-yard scoring run in the second overtime was the game winner. Freshman Danny Farmer made five receptions during the game, including a 52-yard touchdown catch early in the second half that sparked the

Bruin offense's catch-up performance.

UCLA overcame Trojan freshman wideout R. Jay Soward's single-game record of 260 yards receiving to extend the rivalry unbeaten streak to six. McNown finished with 356 yards passing and Skip Hicks rushed for a game-high 116 yards and the two touchdowns.

UCLA senior defensive back Abdul McCullough told *The Times*: "If you had told me when I came here that I would never lose to USC and I would be the second straight UCLA

Opposite:
Bruin Coach
Terry Donahue,
left, and Trojan
Coach John
Robinson on the
field before the
1993 game.

John Robinson USC

Coach redux, but not victorious

John Robinson led USC to a national championship and four Rose Bowl victories in two stints as the Trojans' football coach. But while he won his first four games against UCLA, he finished his career 5-7 against the Bruins.

"The thing about the rivalry [is] that both teams were so powerful," said Robinson, who coached at USC from 1976 to 1982 and again from 1993 to 1997. "They were both ranked in the top 10 nearly every year and the winner of the game al-

ways seemed to go to the Rose Bowl."

Robinson replaced John McKay, who left USC to be the first coach of the Tampa Bay Buccaneers. In his first season, Robinson led USC to an 11-1 record and a Rose Bowl victory over Michigan. In reaching Pasadena, the Trojans defeated the Bruins, 24-14, at the Coliseum.

"That first game against UCLA was very special," said Robinson, now the coach and former athletic director at the University of Nevada Las Vegas.

Robinson held an edge over UCLA

early, going 5-2 against the Bruins through 1982, when he resigned to take an administrative job at USC. Within months, however, Robinson jumped to the NFL, where he directed the Los Angeles Rams from 1983 to 1991.

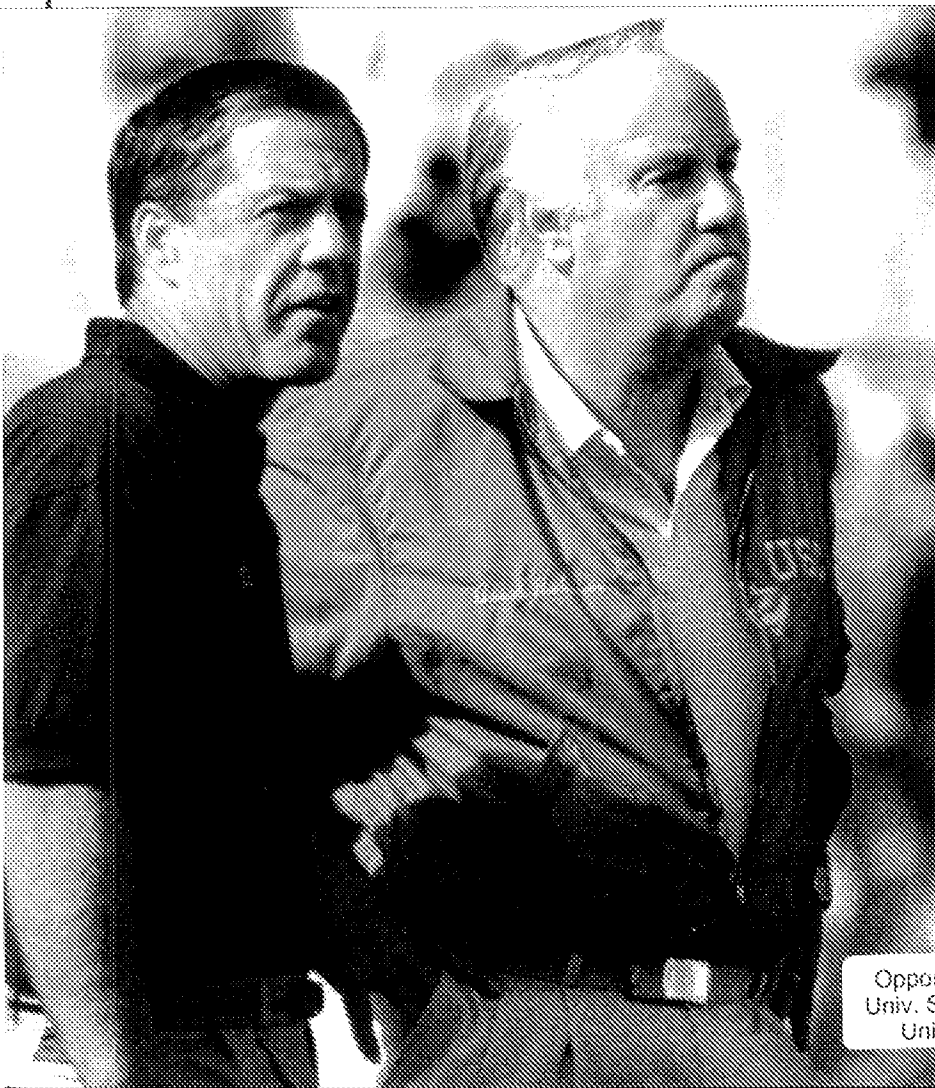
By the time Robinson returned to USC, replacing Larry Smith before the 1993 season, the Bruins had beaten USC two years in a row.

Robinson couldn't break that streak. He lost to the Bruins every year from 1993 to 1997, three times to Terry Donahue and twice to Bob Toledo. "The games were extremely close and competitive, just like they were the first time around," Robinson said. "The only difference was that we didn't win as many."

Robinson finished his USC career with a 104-35-4 record, 67-14-2 in his first stretch, including one national title and three Rose Bowl victories. During his first tenure USC was hit by sanctions from the Pacific-10 and NCAA that prohibited the team from competing in bowl games in 1980, 1982 and 1983. His second stretch with the Trojans produced a 37-21-2 record and the 0-5 mark against the Bruins.

Despite his record against UCLA, the game remains special to him.

"The SC-UCLA rivalry has always been different than other rivalries," he said. "Because people have always been ... in the same community, the rivalry doesn't have the hate that some other rivalries have.... You know how you hear stories of how a Michigan guy would not go through Columbus, Ohio? I don't think that the SC-UCLA rivalry has that element to it."



Opposition No. 91125015
Univ. Southern California v
Univ. South Carolina

Opposer's
Ex. No. 223 Pg. No. 35

Baron Davis UCLA

He made a point of winning

From the 1994-95 season through the 1998-99 season, the UCLA basketball team enjoyed a 10-game winning streak over USC.

A key player for the Bruins during part of the stretch was point guard Baron Davis, a Los Angeles native who led the Bruins to a 4-0 record against the Trojans in the 1997-98 and 1998-99 seasons.

"I never lost to SC, and I'm proud of that fact," said Davis, who has gone on to become one of the best point guards in the NBA with the New Orleans Hornets.

"I remember this one game we had against them at Pauley Pavilion. They really thought they were going to beat us. They really did. They were up late in the game and started talking trash, but we came back and beat them. We always knew we would."

Davis was referring to his final game against USC, a 68-63 victory at Pauley Pavilion on Feb. 17, 1999.

After having lost to UCLA by 18 points a month earlier, USC stayed close this time and was tied with the Bruins, 61-61, with less than four minutes to go. But UCLA turned on its full-court press and shut down the Trojans.

A clutch shot by Davis helped put the game away. Playing with the flu and sore knees, Davis beat USC's Quincy Wilder off the dribble from the top of the three-point circle. He pulled up for a fall-away 15-footer with 36 seconds left that gave UCLA a 67-63 lead. Davis finished with a team-high 17 points and seven assists.

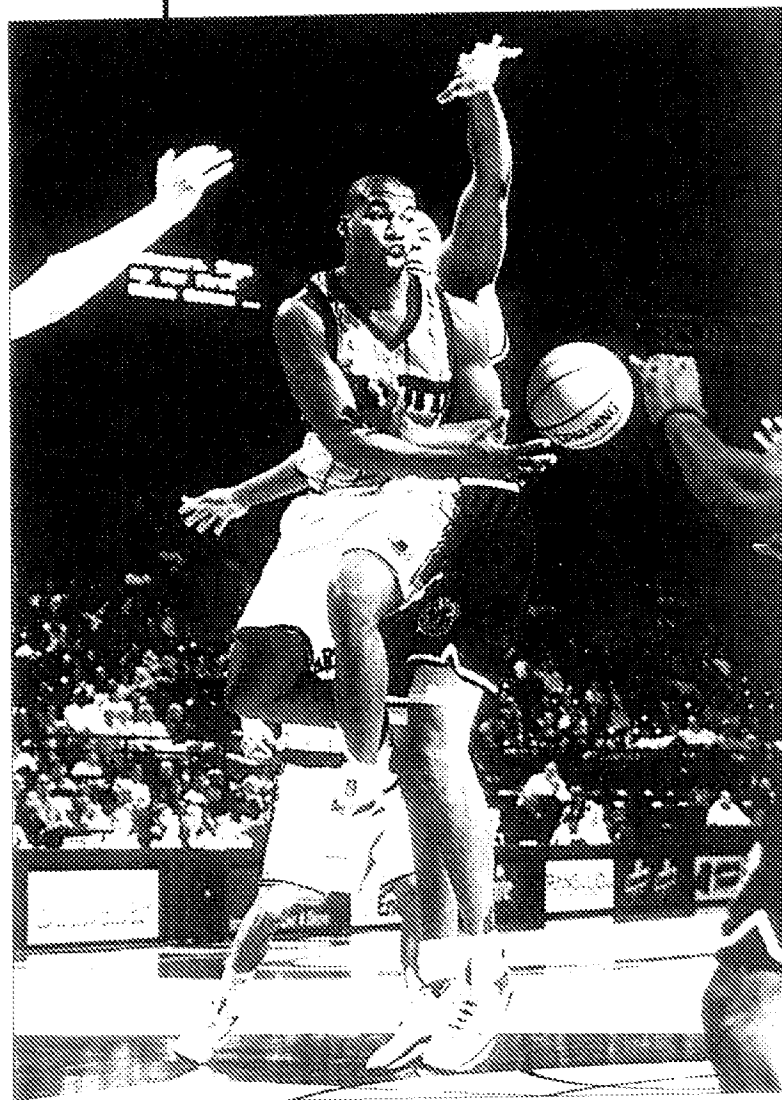
Davis left college for the NBA after his sophomore season, having never reached the Final Four but having defeated the crosstown rivals each time he had faced them. "And," he said, "that's always a good thing."

defeat Missouri in the second round of the NCAA tournament. Edney was injured in UCLA's semifinal victory against Oklahoma

State, and though he started, he played very little in the final, an 89-78 victory over Arkansas.

UCLA couldn't repeat its success in 1995-96, but Charles O'Bannon almost single-handedly made sure that USC suffered for another season.

In the first meeting, O'Bannon had a career-high 27 points and added 13 rebounds



and seven assists in the Bruins' 99-72 victory at Pauley Pavilion. O'Bannon made 11 of his 14 shots, leading UCLA to a school-record 73.1% shooting night.

O'Bannon did it again in the rematch at the Sports Arena. On his 21st birthday, O'Bannon's 12-foot jump shot with four-tenths of a

BASEBALL

The 1990 season ended for UCLA and USC in separate NCAA Regional finals. But during the regular season, the Trojans held a 4-2 edge in games.

After USC won two of three games in early March, UCLA junior catcher Paul Ellis got hot at the plate. With Ellis batting home runs at a regular pace, the Bruins stayed in the hunt for a postseason berth heading into their final three games against the Trojans.

Ellis, who had hit a total of five home runs in his first two seasons, hit 23 in 48 games before the USC series. He added two more against the Trojans, the only Pac-10 team he hadn't homered against to that point, to lead the nation with 25. But still, USC won the rubber game of the series at Dedeaux Field, thanks to Mike Robertson, who went four for four with two homers in a 7-5 Trojan win.

UCLA lost to eventual national champion Georgia Southern in the Midwest Regional final, though Ellis wound up with 29 homers, then a Bruin record, and 83 runs batted in. USC lost to Louisiana State in the South Regional final.

In 1991, the Trojans' Jackie Nickell was named conference pitcher of the year and USC won its first Pac-10 title since 1978. USC narrowly beat UCLA in their first four games by a cumulative score of 26-17, but the Bru-

ins, behind speedy outfielder Joel Wolfe, who stole 35 bases that season, won the final two games. Still, UCLA finished 10 games behind USC.

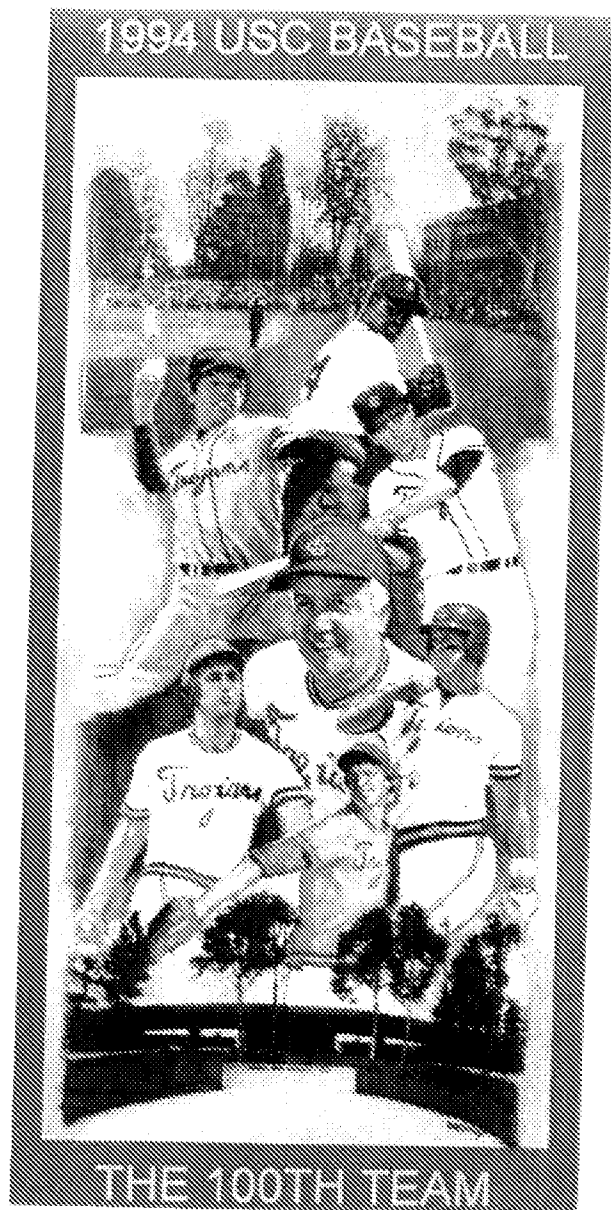
The next season, UCLA split six games with USC, including a victory on the next to last day of the regular season that sent the Bruins to the Mideast Regional of the NCAA playoffs, and the Trojans home.

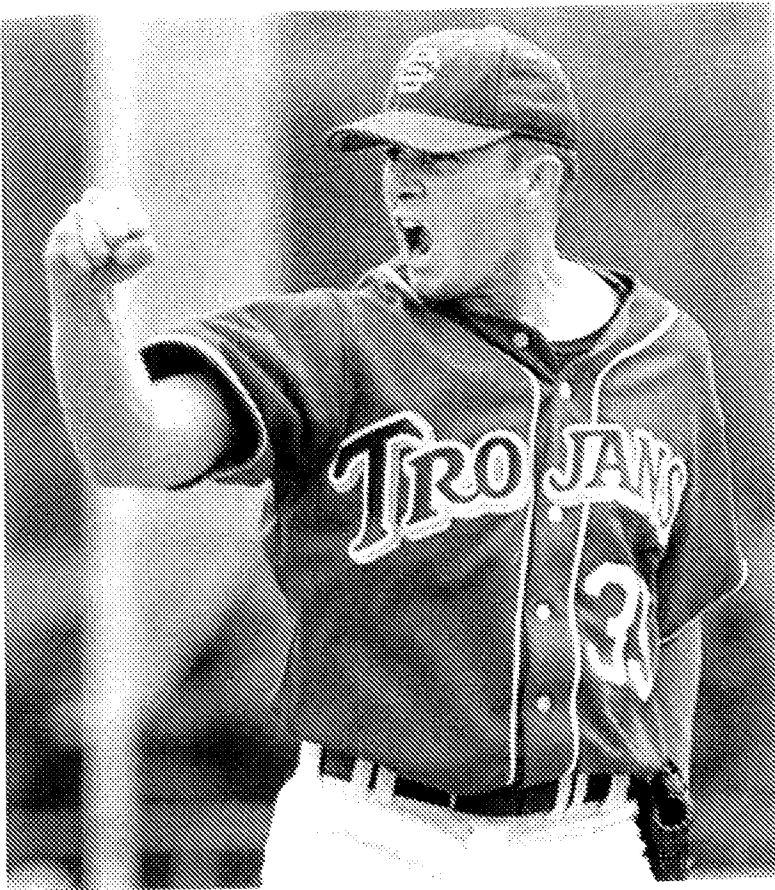
Freshman All-American Mike Mitchell and Ryan McGuire along with Michael Moore carried UCLA's offense, which established a school record with 128 stolen bases. Pete Janicki was named Pac-10 pitcher of the year for the Bruins, who couldn't advance beyond the first round in the tournament.

The schools split six games again in 1993, with the Bruins winning two of three late in the season to finish two games ahead of the Trojans in conference play. All-American McGuire, who hit .376 with 26 home runs and 91 runs batted in, led UCLA to its third NCAA playoff appearance in four years. McGuire was named conference co-player of the year.

In the final game between the teams, the Bruins again needed a victory to finish ahead of the Trojans in the Pac-10 standings. They got it, an 8-7 squeaker, on David Ravits' two-out, bases-loaded single in the bottom of the 10th inning.

In postseason play, neither team advanced





■ Trojan pitcher Seth Etherion after a game-winning strike-out in 1998.

In 1997, the Bruins started the season as the team to beat in the Pac-10.

With a lineup led by Eric Byrnes, Troy Glaus and Eric Valent, and pitchers Jim Parque and Tom Jacquez, the Bruins opened the season, 20-3-1. When they faced the Trojans for the first time, UCLA kept on winning, taking two of three from USC.

But the Trojans returned the favor the first two games of the rematch. The Bruins needed a victory in the final game to stay ahead of USC in the conference race, and they played their best game of the season against the Trojans, winning 14-4 at Jackie Robinson Stadium.

Unfortunately for the Bruins, their NCAA run ended at the College World Series, where they were making their first appearance since 1969. UCLA was eliminated by Mississippi State.

What UCLA came close to

accomplishing in 1997, the Trojans did in 1998. With a pitching staff highlighted by big-game performers Seth Etherion and Mike Penney, USC bounced back after finishing second in the Pac-10 to win its first NCAA championship since 1978, beating Arizona State in the highest-scoring NCAA title game, 21-14.

The Trojans won four of six games against the Bruins as UCLA, which opened the season with 13 freshmen on the 25-player roster, finished 10 games behind the Trojans in league play.

The intense rivalry peaked in the final meeting between the teams. A day after UCLA defeated the Trojans, 18-17, at Dedeaux Field, USC rallied back from a four-run seventh-inning deficit to win, 17-12.

In 1999, the Bruins finished behind the Trojans in the Pac-10 but defeated USC four of six times.

TENNIS

UCLA's tennis team began the 1990 season with high hopes. Coach Glenn Bassett had one of his top teams with Bill Barber, Jason Sher and Jason Netter as the key singles players, along with doubles specialists Mark Knowles and Fritz Bissell.

The team did not disappoint. Barber won 19 singles matches, Sher won 18 and Netter won the Pac-10 individual title. The Bruins won the league title for the second consecutive year, giving Bassett his 13th Pac-10 championship. The highlight of UCLA's season was a two-match sweep over the Trojans, who also had a strong team.

UCLA defeated USC, led by All-Americans Byron Black and Kent Seton, 5-4, then romped 5-1 in Westwood in the second match to clinch the conference title.

GAMES WON
The 1990s

BASEBALL

USC 36 - UCLA 24

**MEETS WON
The 1990s**

TRACK & FIELD

UCLA 10 - USC 0

Reed won the 100 and 200 against the Trojans in '93 and John Godina won the shot put and discus.

After the 1994 season, there was more change in store for the USC program. Athletic Director Mike Garrett decided to combine the men's and women's programs under one coaching staff again (it had also done so under Bosh in 1990 and 1991). Ron Alice, a former Long Beach City College coach, was picked to head the program.

Heading into the 1995 dual-meet against UCLA, Alice tried to add some pizzazz to the rivalry, one that in the golden days had packed the Bruins' 12,100-seat Drake Stadium and often put 30,000 fans in the Coliseum. But often in the early and mid-1990s, crowds had dropped well below 2,000.

Alice promoted the meet heavily and brought back Olympic champions Jackie Joyner Kersee, Gail Devers, Quincy Watts and Kevin Young for an invitational meet. He also moved the USC-UCLA meet to the USC cam-

pus. His strategy worked as far as generating interest, as 3,115 people attended. But on the track, the outcome was the same. UCLA won, 90-71, with sprinter Ato Boldon and Godina double winners.

UCLA then won its fourth consecutive Pac-10 title and nearly won its first NCAA title since 1988, finishing second behind Arkansas.

With a 109-52 thumping in 1996, UCLA extended its streak over USC to 18. Boldon again swept the 100 and 200 meters and ran the opening leg on the Bruins' winning 400-meter relay team.

UCLA won its fifth conference title in a row and finished third at the NCAA championships.

By 1997, the Trojans began to turn the corner under Alice. Although USC lost to UCLA again, 88-75, the Trojans made the meet interesting behind quarter-miler Jerome Davis. And at the Pac-10 championships, UCLA's five-year dominance came to an end with USC taking home the team title.

With Jerome Davis winning the 400 meters and running a leg on the Trojans' win-

Left to right:
Sultan McCullough, Bryan
Harrison and
Darrell Rideaux.



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 37.

And they did.

The Trojans trounced the injury-depleted Bruins, 80-30, to give USC its first victory in the series since 1987. Miller won the 100 and 200 meters and Amy Goodwin won the 800 and 1,500 meters.

In 1993, the Bruins won the Pac-10 title and finished third in the NCAA's. Jeanette Bolden took over for Kersee in 1994 and duplicated those results.

In 1995, Dumble set meet records in the shot put and discus in an 84-52 thumping of the Trojans. UCLA won its third consecutive conference title and finished second behind LSU at the NCAA championships.

In 1996, the Trojans and Bruins competed in a thriller at Drake Stadium. UCLA needed a victory in the 1,600-meter relay, the meet's final event, to beat the Trojans, 74-70.

Mame Twumasi, Camille Noel, Andrea Anderson and Darlene Malco finished the race in a season-best time of 3:36.56, beating the Trojans by almost six seconds.

But the Trojans avenged that loss at the Pac-10 championships, where they won the conference title for the first time in school history, thanks in part to victories in the 100 and 200 meters by freshman Torri Edwards.

In 1997, UCLA won its fifth in a row in the regular season over USC, 82-63, and returned as conference champion, then finished third in the NCAA championships.

The next season, the Bruins crushed the Trojans, 104-50, with freshman sprinter Shakedia Jones winning the 100 and 200 meters and running a leg on the winning 400 meter relay team.

Joanna Hayes and Anderson also had big

days in helping the Bruins to their sixth consecutive victory over the Trojans. Hayes won the 100-meter high hurdles and the 400 lows and ran legs on both the 400- and 1,600-meter relay teams. Anderson won the 400 and placed third in the 200, and also ran legs on both relays.

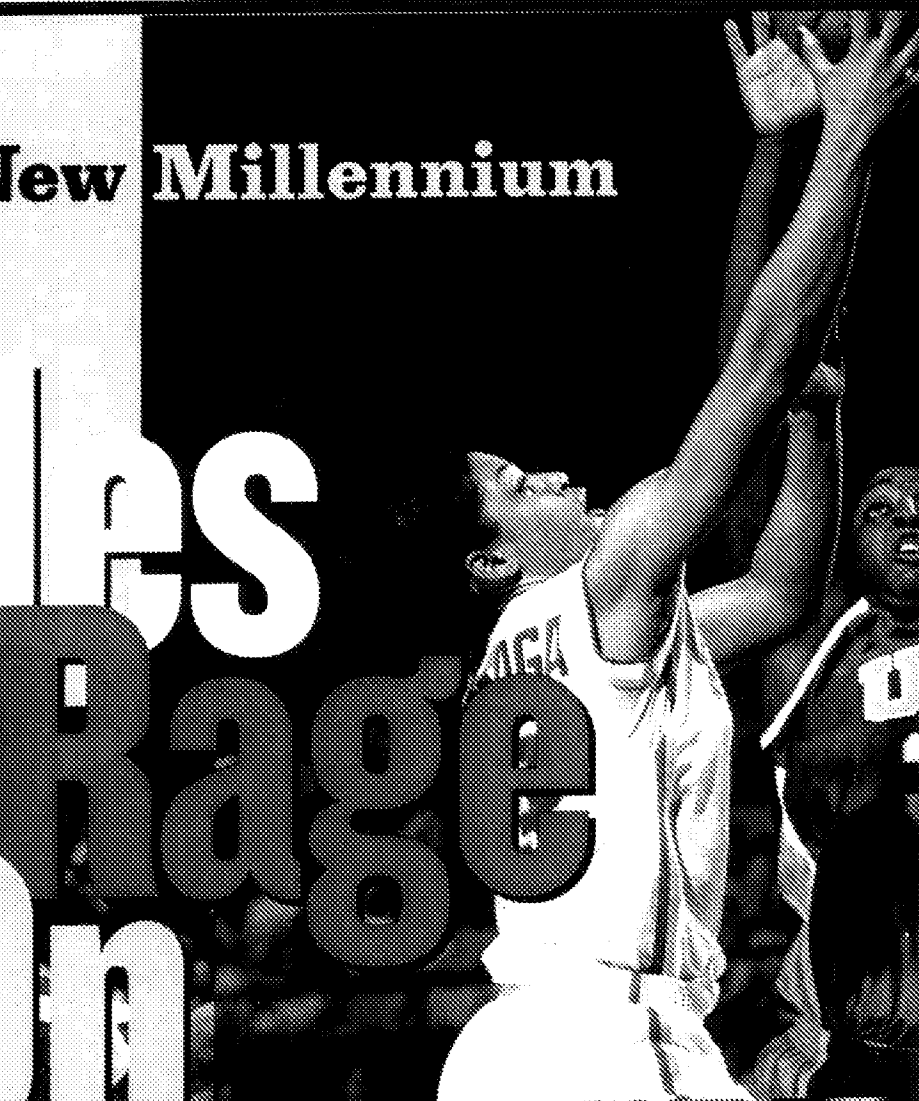
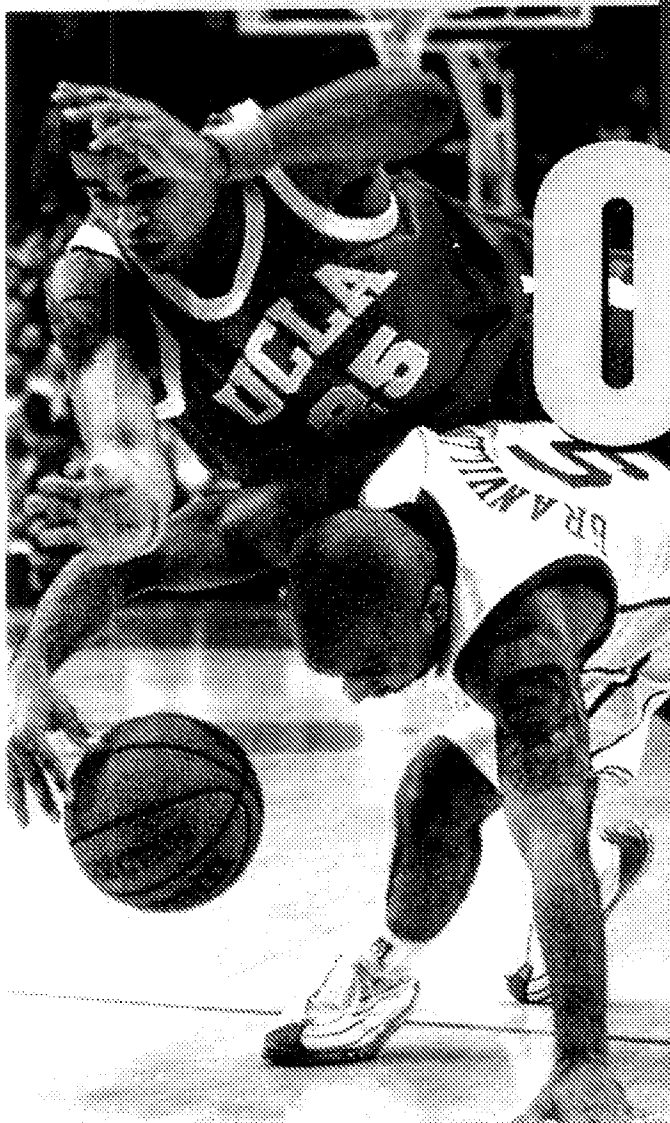
■ Angela Williams after winning the 100-meter dash at the NCAA outdoor championships in 1999.

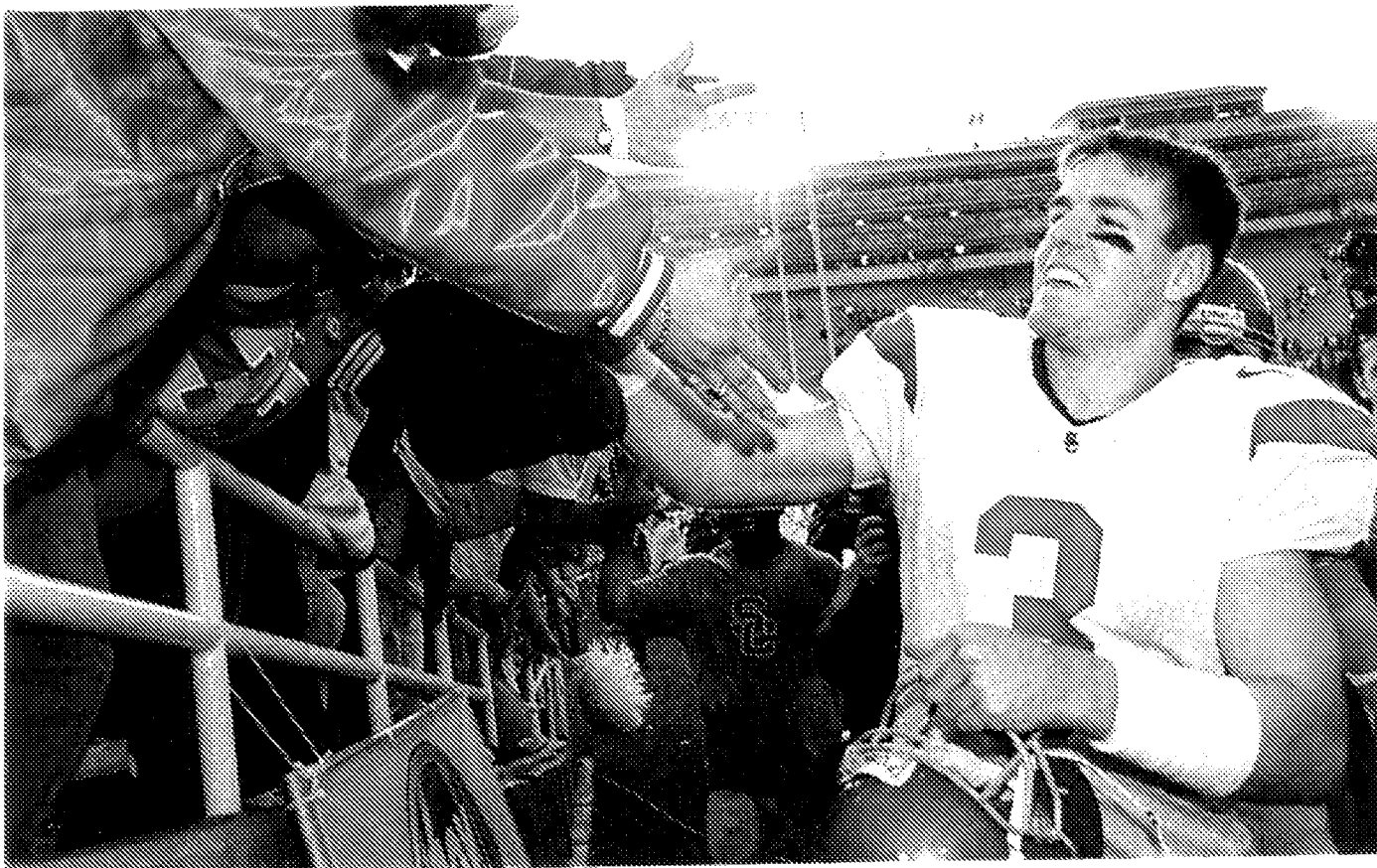
MEETS WON
The 1990s
WOMEN'S
TRACK & FIELD
UCLA 9 - USC 1

1999
NCAA
CHAMPION
JOISE, IDAHO



THE Battles On Rage





The winning 36-yarder might not have made it if it had been kicked from a few yards farther. "It was the ugliest best kick I ever had in my life," said Bell, who got a chance to kick only because John Wall, who had replaced the ineffective David Newbury, was injured.

The game was an offensive showdown. Even in losing, UCLA gained 557 yards and held the lead four times during the game. But each time, the Trojans, led by quarterback Carson Palmer, came roaring back. Palmer drove USC 47 yards in less than a minute for the final kick and finished with 26 completions in 37 attempts for 350 yards and four touchdowns.

"This was our bowl game, and we needed to win this game," Palmer told reporters. "This win will help get some people off our backs."

UCLA players were stunned that they hadn't held on against a team that was tied for last in the Pac-10. Wide receiver Brian Puli-Dixon told



The Times, "We lost to the worst team in the Pac-10.... We basically gave them the game."

The victory, however, didn't spare Hackett. He was fired after the Trojans closed the season with a home loss to Notre Dame. His

Coaches had short stays in the early years of the decade. UCLA's Bob Toledo, left, and USC's Paul Hackett.

■ Opposite: Carson Palmer, USC's fifth Heisman Trophy winner, greets fans after 2002 win over Bruins. Below: Troy Polamalu exults after a big team win in 2002.

■ UCLA running back DeShaun Foster

replacement was Pete Carroll, a former NFL head coach with the New York Jets and New England Patriots.

The Bruins' season didn't end well, either. They finished with three consecutive losses, including one to Wisconsin in the Sun Bowl.

But the Bruins seemed to have turned things around by 2001. They opened the season with six consecutive victories, including four over ranked teams.

In his first season with the Trojans, Carroll had gotten off to a shaky start, losing four of his first five games. But then USC got hot behind Palmer.

The Trojans won four of five games, with their only defeat coming against Notre Dame. Carroll's Trojans had fought back to .500 for

their game against UCLA.

The Bruins were less than full strength at kickoff because running back DeShaun Foster, the team's top rusher, was declared ineligible for the rest of the season for accepting free use of an automobile, a violation of the NCAA's "extra benefit" rules.

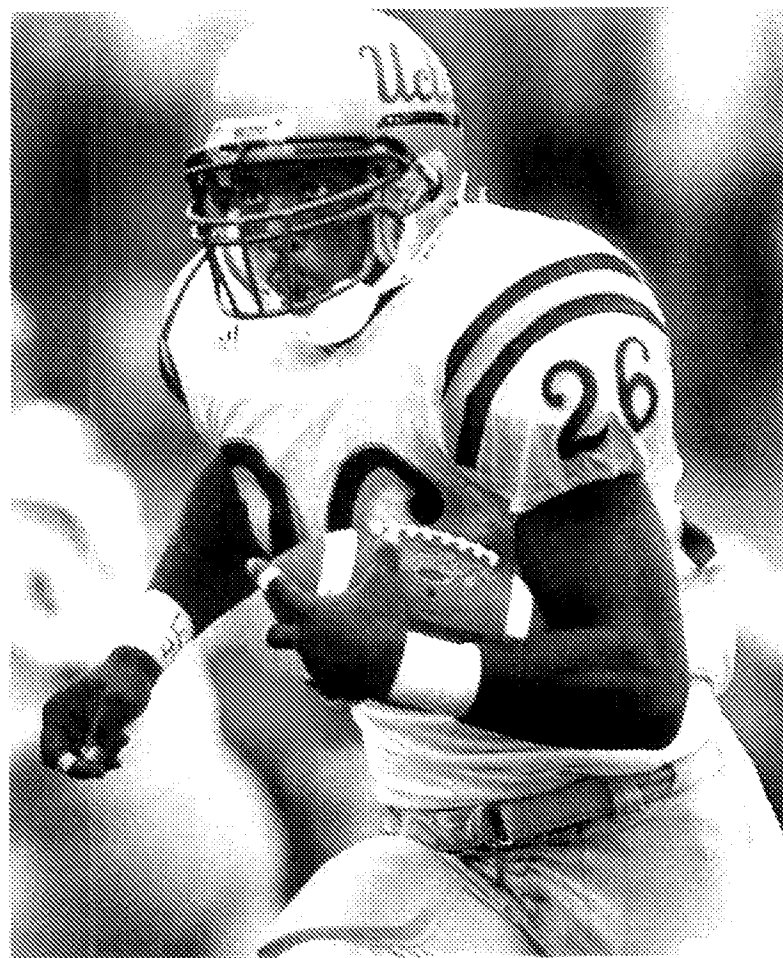
Without Foster, UCLA was no match for the Trojans, losing 27-0. Bruin quarterback Cory Paus was sacked five times and completed only seven of 15 passes for 45 yards with two interceptions before being replaced in the fourth quarter. UCLA gained only 28 yards on the ground and never drove inside the USC 20-yard line.

USC cornerback Antuan Simmons returned an interception for one touchdown. Safety Troy Polamalu blocked a punt to set up a field goal and had an interception to set up a touchdown.

Palmer completed 14 of 23 passes for 180 yards, including a four-yard scoring pass to Keary Colbert, in USC's third consecutive victory over UCLA.

After the game, Carroll stood on the band director's stand in front of the Trojans' student section, smiling and waving. "We've got to be the best 6-5 team in the nation," Carroll told reporters.

In 2002, the Trojans took their program to a higher level behind Palmer, who excelled in offensive coordinator Norm Chow's system. After losing two of their first five games, the



Pete Carroll USC

Off to a winning start on his rivalry march

USC's Pete Carroll thought he knew all about the rivalry against UCLA even before he coached his first football game against the Bruins in 2001.

More than three decades earlier, Carroll, who grew up in the Bay Area, went with a high school friend to a USC-UCLA game at the Coliseum. It left an indelible mark.

USC and UCLA were both 8-0-1 heading into the 1969 game, with the Pacific-10 title up for grabs. The Bruins took a 12-7 lead with five minutes to play, but three minutes later Sam Dickerson caught a 32-yard scoring pass in the corner of the end zone to give USC a 14-12 victory, sending the crowd of more than 90,000 into a frenzy.

"That was such a classic game to watch, and I knew then that this was as good as it gets," Carroll recalled.

Carroll's first game coaching against the Bruins was a 27-0 victory for USC. In the locker room afterward, he told reporters that it was great to beat the Bru-

ins but said it meant more to him that the win put the Trojans above .500, at 6-5.

It wasn't until a few months later that Carroll's view of the rivalry's meaning deepened, and it took a former UCLA coach, Terry Donahue, to show him.

Carroll ran into Donahue and his wife on the USC campus. The Donahues were there to watch their daughter play tennis.

"We talked for a while and then I invited him to take a walk through Heritage Hall," Carroll said. "Well, they finally decided to go in, and it was so fun to watch them. They were like little kids looking at all of the trophies and talking about different games and players. Terry had grown up with the rivalry, played in it and coached in it.

"But what I remember most is that Donahue told me that he had lost the first four games in the rivalry. I know he won a lot at the end and ended up with a winning lifetime record against USC. But the intensity that he carried about the matchup and how it worked on him for

years, I will never forget. I felt very fortunate because it gave me a chance to see what to expect if I lost."



That's something Carroll hasn't experienced in his first three seasons at USC. The Trojans beat the Bruins 52-21 in 2002 and 47-22 in 2003.

Trojans won five in a row heading into the UCLA game at the Rose Bowl.

UCLA had won three straight to improve its record to 7-3 but turned out to be no match for USC. The Bruins were completely dominated in a 52-21 trouncing that started poorly for UCLA—Tab Perry fumbled on the opening kickoff, USC recovered and Palmer hit Kareem Kelly with a 34-yard touchdown

pass 16 seconds into the game—and only got worse as the game progressed.

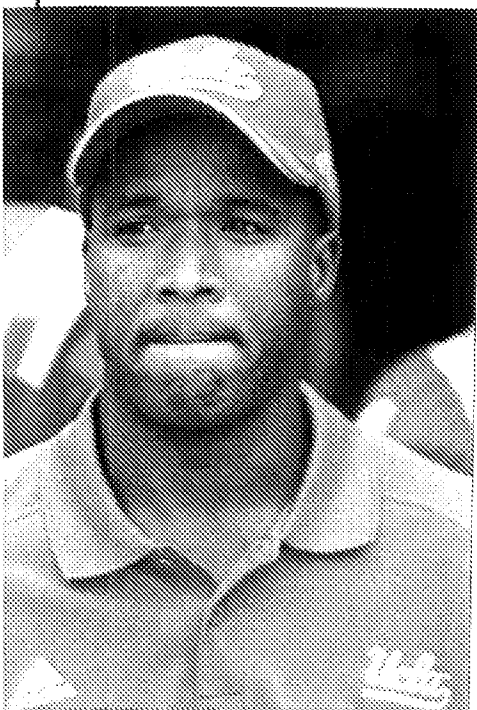
Palmer completed 19 of 32 passes for 254 yards and four touchdowns, and the Trojan defense limited the Bruins to 40 yards rushing.

The 52 points were the most scored by either team in the series since USC defeated UCLA, 52-0, in 1930, the second meeting between the teams.

Karl Dorrell UCLA

Trojan test tougher as a post-grad

Well before he was named the Bruins' head football coach in 2002, Karl Dorrell had made his mark on the rivalry with the Trojans. A Bruin receiver in the mid-1980s, Dorrell scored on an intentionally tipped go-for-broke pass thrown by Matt Stevens just before halftime in UCLA's 45-25 victory in 1986.



"We practiced the same play every week, but never had it work in a game until that day," Dorrell said. "USC had the best coverage called, and the play worked perfectly, with Flipper Anderson tipping the ball just like he did in practice, and it went right to me. All I had to do was catch it."

Dorrell's catch helped UCLA knock off USC, which had been ranked 10th in the nation.

"It doesn't matter what the records are," said Dorrell, who was a senior in the 1986 season. "The UCLA-USC game is about pride.... We didn't have a great season, but from our standpoint, we felt that we had a better team than how we played. We were just inconsistent all season, but we put it all together against USC that day."

Growing up in San Diego, Dorrell admired the Trojans' O.J. Simpson, Anthony Davis, Ricky Bell, Charles White and Marcus Allen and tried to pattern himself after those great runners.

But after deciding to enroll in Westwood, Dorrell had to switch plans and refashion himself into a wide receiver.

After a brief stint with the Dallas Cowboys, Dorrell began his coaching career as a graduate assistant at UCLA, then spent 12 years on the collegiate level before moving to the staff of the Denver Broncos as wide receivers coach before taking the UCLA job in December 2002.

The next time Dorrell faced USC, he walked the UCLA sideline as coach. Dorrell had replaced Bob Toledo.

In Dorrell's first game coaching against USC, the Bruins never had a chance in a 47-22 loss at the Coliseum. USC had a 33-2 lead by halftime, at which point the Bruins had more yards in penalties, 50, than they had in offense, 36. USC finished the 2003 season as co-national champion; UCLA wound up a disappointing 6-7.

"The pressure is really the same as it was when I was a player," Dorrell said. "Because it's such a big rivalry in Los Angeles, you have all the elements. The city is split and everyone is aware of the game. If you don't win, you'll feel the pain because it's such a big issue year in and year out."

USC finished the regular season 10-2 and as Pac-10 champions, and Palmer became the school's fifth Heisman Trophy winner. After defeating Iowa in the Orange Bowl, the Trojans finished as the No. 4 ranked team in the nation.

The 2002 regular season ended Bob Toledo's seven-year career as UCLA coach. The Bruins lost decisively to Washington State, 48-27, after the USC debacle, and Athletic Director Dan Guerrero fired the coach before the Bruins played in the Las Vegas Bowl. With Assistant Athletic Director Ed Kezirian taking over as acting coach, UCLA wound up the season with



**GAMES WON
Through 5/04**

FOOTBALL

USC 4 - UCLA 0

■ USC's Matt Leinart stepped into some big shoes in 2003—and they fit well.

a 27–13 bowl win over New Mexico. Eventually, UCLA selected former Bruin wide receiver Karl Dorrell as the new head coach.

Despite the loss of Palmer, the Trojans were even better in 2003 than they were in 2002. With Matt Leinart stepping in at quarterback, USC lost only once during the regular season.

In their matchup against the 6–4 Bruins, the Trojans extended their winning streak in the rivalry to five with a 47–22 victory at the Coliseum.

Leinart completed 23 of 32 passes for 289 yards and two touchdowns in about three quarters of work. USC wide receiver Mike Williams had 11 catches for 181 yards and two touchdowns.

gan in the Rose Bowl and a share of their first national championship in 25 years.

BASKETBALL

UCLA Coach Steve Lavin's team had plenty to prove after finishing third in the Pac-10 in 1999 and being bounced out of the NCAA tournament in the first round by Detroit Mercy.

But the Bruins still began the 1999–2000 season with a 10-game winning streak over the Trojans, who hadn't defeated UCLA since 1994. USC Coach Henry Bibby, who had played for John Wooden and the Bruins, was 0–6 against his alma mater.

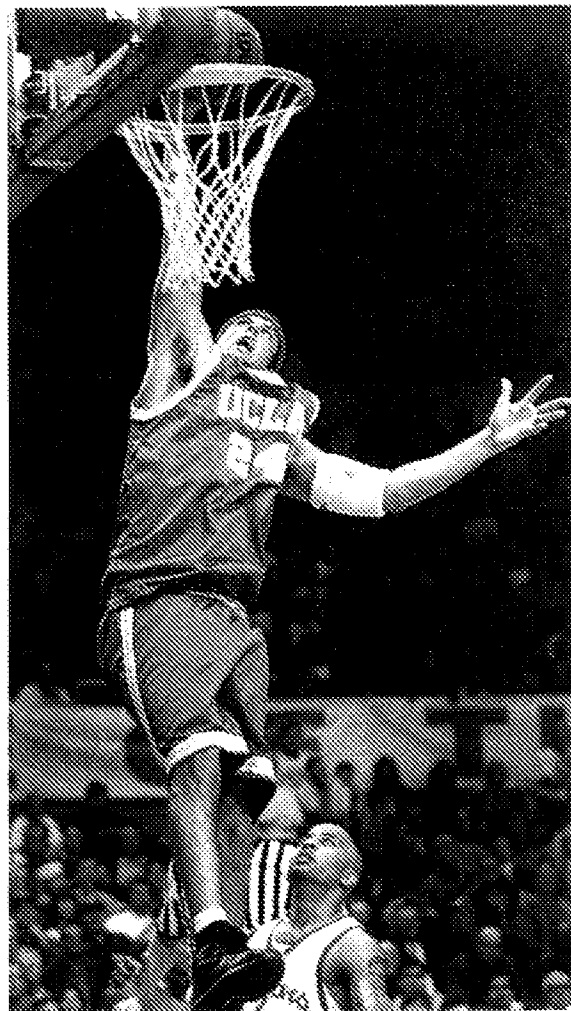
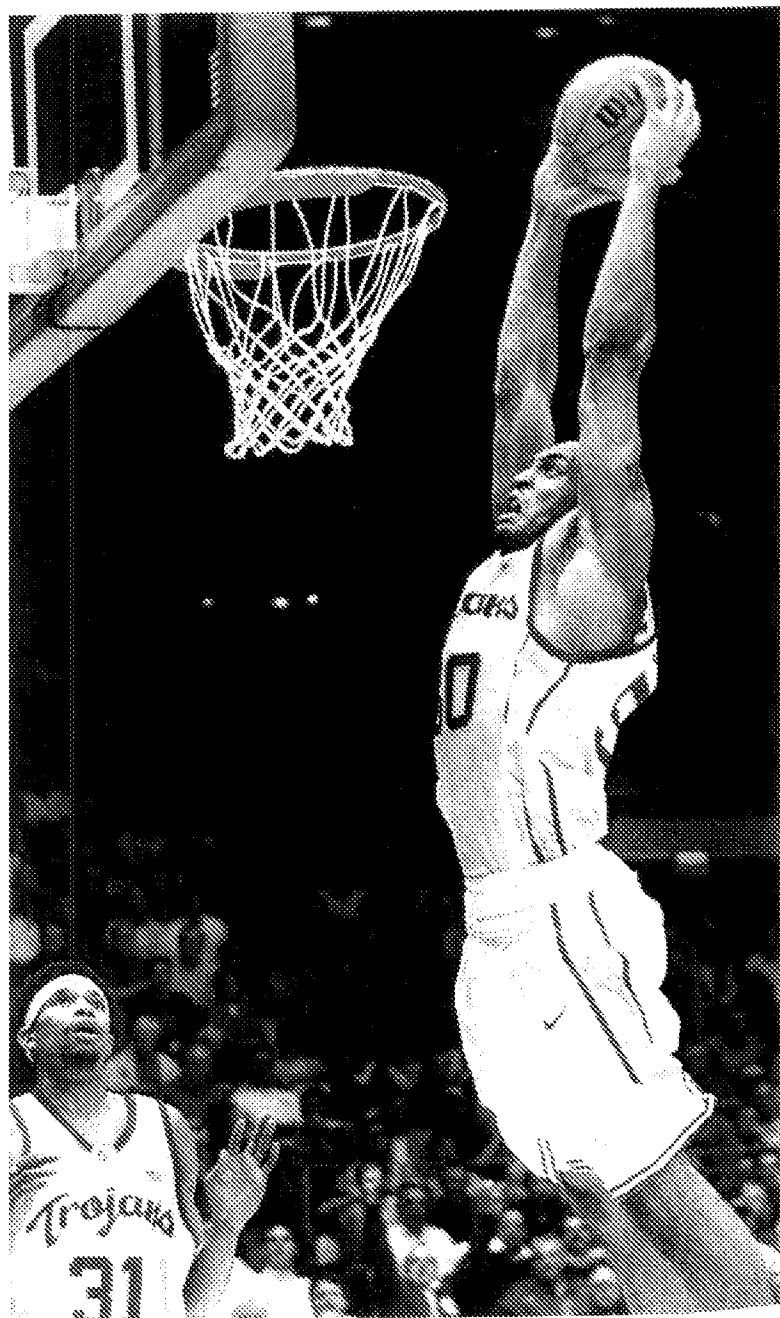
With a lineup that featured high-scoring

freshman Jason Kapono, UCLA was 9-3 heading into the first USC game, at the Sports Arena. The Trojans were riding a four-game winning streak, had won six of seven and were in first place early in the Pac-10 season.

They stayed there. Behind Jeff Trepangier's career-high 26 points and David Bluthenthal's 12 points and 12 rebounds, USC won, 91-79. Five Trojans scored in double figures and USC out-rebounded UCLA, 45-35.

USC's Sam Clancy told *The Times*, "We sent a big message here.... Coach told us before the

UCLA's Jason Kapono, right, and USC's Sam Clancy, below.



game that UCLA is no different than we are. Just because it says 'UCLA' on their jerseys doesn't mean they are any better than we are."

UCLA's night did not get off to a good start when its team bus broke down en route to the arena, and the Bruins had to walk and jog a mile to arrive after 7 p.m. for a 7:30 tipoff. Lavin told reporters: "It was probably a Trojan bus driver."

A month later, things were different for the rematch. At Pauley, UCLA shot 68% in the second half in an 83-78 victory.

Kapono made nine of 10 shots in the second half and finished with a season-high 27 points, 25 after halftime. UCLA guard Earl Watson, who played the entire game without a turnover, added 22 points and had seven assists.

In the 2000-01 season, USC assumed the rare role as favorite in the rivalry. By the time

son sweep over UCLA at the Sports Arena. In his final home game as a Trojan, Farmer scored nine points in a row in overtime to give the Trojans a 78-77 victory for their fourth consecutive win in the rivalry, USC's longest streak against UCLA in 61 years.

Farmer finished with 28 points, including 11 of USC's 13 points in overtime, and Jeff McMillan had 19 points and a career-high 18 rebounds. UCLA had a chance to send the game into a second overtime, but Dijon Thompson missed his first of two free throws with half a second left.

Neither USC nor UCLA finished above .500 in 2004, and both failed to play in a postseason tournament.

BASEBALL

USC essentially owned UCLA in the first four years of the decade on the baseball field, winning 19 of 24 games and in one stretch winning 11 in a row. The Bruins struggled overall, and at the end of the 2003 season Gary Adams announced that 2004—his 30th season—would be his last as coach.

The Trojans won two games from the Bruins in their first meeting in 2000, a nonconference series in which one game was postponed because of rain. USC sophomore pitcher Mark Prior figured prominently in both of those victories—not only with his arm but with his bat as well.

In the first game, a 10-7 victory, Prior gave up four hits and struck out 13 in

7 1/3 innings. With Brian Barre going five for five with four singles and a double, the Trojans scored more than enough runs for Prior, who retired 18 consecutive batters.

The second game was tied, 3-3, in the bottom of the ninth inning when USC Coach Mike Gillespie called on Prior to pinch-hit with one out and runners on first and second.

Prior, who had struck out in his two previous at-bats, singled in the winning run for a 4-3 victory.

When the teams met in April for the first time in conference play, UCLA was 20-12 and USC was 22-11. Both teams were 5-1 in the Pac-10.

Rik Currier, starting in place of Prior, who was ill, pitched a five-hitter and struck out 12 in a 5-1 victory by USC in the first game. UCLA bounced back with a 15-5 win against freshman Anthony Reyes in the second and then beat Prior, 8-5, in the third at Jackie Robinson Stadium.

UCLA finished as Pac-10 co-champion with Stanford and Arizona, and the Trojans and Bruins advanced to postseason play. USC losing to LSU and Florida State in the College World Series and the Bruins falling to Louisiana State in an NCAA super regional.

With Prior and Currier back in 2001, the Trojans opened the season regarded as one of the nation's best teams and were No. 1 heading into a nonconference series at UCLA.

The Bruins' Josh Karp and Prior went head to head in the first game. Prior outpitched Karp, leaving with a 3-1 lead after seven, but UCLA won, 4-3, on Adam Berry's three-run homer in the bottom of the ninth.

USC won the next two games, 6-0 behind Currier's two-hit pitching over eight innings and 5-4 on Mike Morales' single in the 11th inning.

■ Trojan
pitching ace
Rik Currier



Indoors. The Bruins entered the competition ranked among the top three teams in the nation, but the 12th-ranked Trojans pulled off an upset.

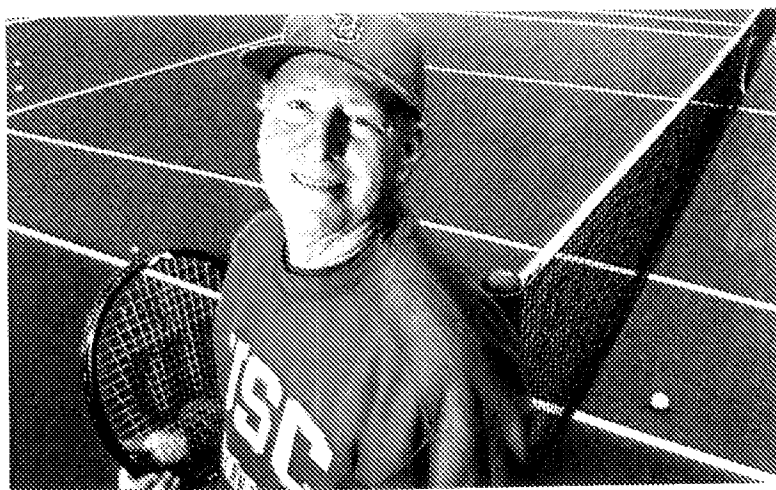
The next time the schools met was a classic matchup at USC, with everything coming down to the final singles match between UCLA's Lassi Ketola and Daniel Langre. Ketola's victory gave UCLA a 4-3 win and sent the Bruins on their way to the Pac-10 title.

But USC's victory in the indoor tournament had helped spark the team, which improved as the season wore on. In the NCAA championships, USC worked its way through to the final against Georgia and defeated the Bulldogs for its 16th national title. UCLA finished third.

In 2003, UCLA, led by Tobias Clemens, swept USC in the regular season by 6-1 and 7-0 scores, then met the Trojans again in the second round of the NCAA tournament. The Bruins didn't lose a match to eliminate the Trojans but were defeated by Vanderbilt in the NCAA semifinals.

The schools, each with strong nationally ranked teams, split their two matchups in 2004. When the schools met for the first time, the Bruins, ranked sixth in the nation to the Trojans' No. 19 spot, held on to a close 4-3 victory.

By the time the teams met again, the Trojans were ranked seventh in the nation and the Bruins had slipped to the No. 10 spot. This time Trojan senior Adriano Blasella upset Tobias



Clemens to give USC the match-clinching point for a 4-3 win.

The Trojans ended the season as the Pac-10 Conference champions and the No. 6 team in the nation. The team advanced to the semifinal round of the NCAA tournament, where it lost to Baylor.

The Bruins, meanwhile, met Baylor in the NCAA final round, where they too lost, coming up short on the chance to win their 16th national tennis championship. They ended the year ranked third in the country.

■ Trojan tennis coach Dick Leach retired at the end of the 2002 season after his team won the NCAA championship. Below: Ryan Moore was one of the Trojans' strongest players.

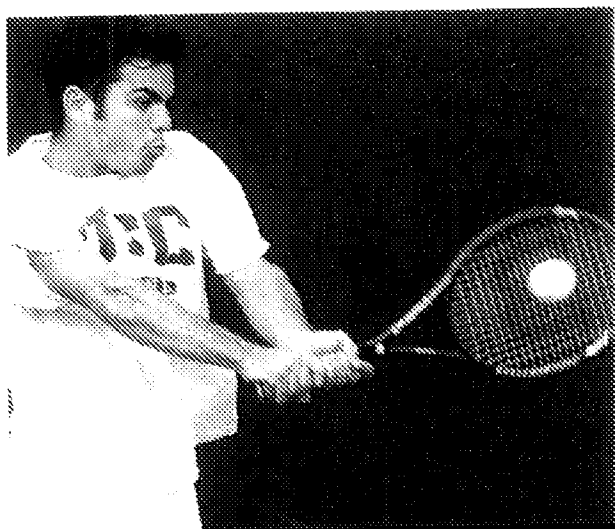
VOLLEYBALL

UCLA's dominance over USC continued with only one interruption in the early 2000s.

Al Scates' team, led by senior setter Brandon Tahaferro, began the 2000 season with a 11-match winning streak over USC, a streak the Trojans finally brought to an end in the 23rd annual Kilgour Cup at UCLA.

Behind Donald Suxho, USC upset top-ranked UCLA in five games for its first victory over the Bruins at Pauley Pavilion since 1990 and its first victory after seven losses to UCLA in the Kilgour Cup.

That proved to be only a bump on the road for the Bruins, who went on to win their 18th NCAA title by defeating Ohio State in the championship match



Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223 Pg. No. 49

**MATCHES WON
Through 5/04**

WATER POLO

UCLA 10 - USC 6

ment, with Brandon Brooks recording 16 saves, then added another victory to close the regular season 12-10.

"We never get sick of playing SC, especially when we are beating them," Brooks told the Daily Bruin.

The teams met again in a thriller in the MPSF tournament. UCLA was two seconds away from a first-round defeat but rallied for a 7-6 "sudden-victory" overtime win. It happened this way: Ormsby scored late in the second overtime to send the match into "sudden-victory" overtime, and then senior Dan Yeilding ended the match with a game-winning goal 29 seconds into the period.

The teams met only twice in 2003. UCLA upset No. 1 USC, 6-5, in overtime in front of a packed house at Sunset Canyon Recreation Center, but in the rematch, USC's Predrag Damanjov scored in the final minute of the second overtime for a 7-6 Trojan victory.

Damanjov, a 6-foot-5, 280-pound senior from Belgrade, had more dramatic touches for the Trojans. He scored three goals, including the insurance goal in overtime, to give USC a 9-7 victory over Stanford in the NCAA championship match.

2000s USC Olympic Medalists

BASKETBALL

Lisa Leslie	2000	Gold
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SWIMMING

Lindsay Benko	2000	800m Free Relay	Gold
Kim Black	2000	800m Free Relay	Gold
Klete Keller	2000	400m Freestyle	Bronze
		800m Free Relay	Silver
Lenny Krayzelburg	2000	100m Backstroke	Gold
		200m Backstroke	Gold
		400m Medley Relay	Gold
Kaitlin Sandeno	2000	800m Freestyle	Bronze
Erik Vendt	2000	400m Individual Relay	Silver

DIVING

Dorte Lindner (Germany)	2000	Springboard	Bronze
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WATER POLO

Sofia Konoukh (Russia)	2000	Bronze
Bernice Orwig	2000	Silver

TRACK AND FIELD

Mark Crear	2000	110m Hurdles	Bronze
Torri Edwards	2000	400 Relay	Bronze

WOMEN'S BASKETBALL

Neither team seemed capable of taking command in the rivalry in the early 2000s, and how well a team was doing when it faced its rival didn't always make a difference in a series that got very physical at times.

In the first meeting of the 1999-2000 season, at Pauley Pavilion, UCLA dominated from the start in an 82-62 victory. Maylana Martin and Janae Hubbard dictated play inside; Martin finished with 20 points and 10 rebounds, and Hubbard had 19 and nine.

Both teams were struggling by the time of the rematch; USC was on a three-game losing

featured 11 lead changes in the second half. Finally, USC held on for a 72-68 victory. Ebony Hoffman, who scored 21 points and had a career-best 21 rebounds, made a key play when she tipped in a missed free throw by Meghan Gnekow with 12 seconds left.

USC and UCLA played each other in the 2003-04 Pac-10 opener, and the Trojans ran away with a 64-51 victory behind seniors Cheeks and Hoffman at the Sports Arena.

In the rematch in Pauley Pavilion, UCLA rallied late in the second half to win, 68-64. The Bruins' full-court pressure defense contributed to 14 turnovers and helped UCLA outscore USC, 26-14, in the final 10 minutes. Nikki Blue led the Bruins with a game-high 26 points.

UCLA, at 17-12, got into the NCAA tournament but, despite 23 points from Blue, lost to Minnesota in the first round, 92-81.

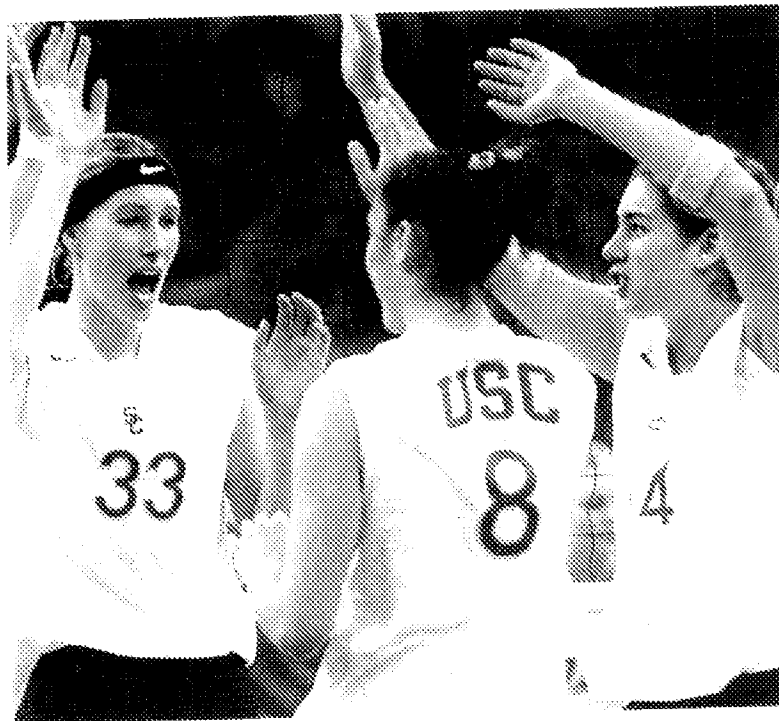
WOMEN'S VOLLEYBALL

At the start of the decade, both USC and UCLA expected big things from their women's volleyball teams. But only one of the teams would manage to reach the pinnacle with an NCAA title, then improve on that with perfection.

With Jerritt Elliott as interim coach, filling in for US Olympic coach Mick Haley, the Trojans won their first 14 matches in 2000, including a difficult four-game march over the Bruins.

The key to the Trojans' success was a freshman class that included Toni Anderson, April Ross, Kelli Lantz, Katie Olsovsky and Nicole Davis, regarded by many as the top recruiting class in the nation.

The Bruins, even in the defeat, did grab one measure



of success. By winning the third game, they ended USC's 38-game winning streak.

In the rematch, the Bruins took it to the Trojans, with a three-game sweep at Pauley Pavilion. With Kristee Porter leading the way with 20 kills and 19 digs, UCLA won convincingly, 15-9, 15-3, 15-13.

In postseason play, Wisconsin eliminated UCLA first, then defeated USC in the NCAA semifinals.

The next season, Haley arrived and USC pulled out two victories over UCLA. In the first match, at USC, freshman Alicia Robinson had an error-free performance, with 14 kills, in a three-game sweep. In the rematch, UCLA was without Porter, who had been ruled ineligible for violating the NCAA's "extra-benefit" rule. But UCLA still gave USC all it could handle, winning the first two games before losing in five, 25-30, 28-30, 30-21, 30-22, 15-11.

The victory was USC's first in Westwood since 1998.

After losing to Arizona in the 2001 NCAA playoffs, USC started the next season with 15 consecutive victo-

■ The Trojans' 2002 NCAA women's volleyball victory is celebrated by, from left, Katie Olsovsky, Keao Burdine and April Ross.

**MATCHES WON
Through 5/04**

**WOMEN'S
VOLLEYBALL**

USC 8 - UCLA 1

Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 23, Pg. No. 51

The second match was a mismatch, a three-game sweep at USC that led to a straightforward assessment of USC by UCLA Coach Andy Banachowski afterward: "They have the power to overwhelm you."

USC, after knocking off the Bruins in four games in the NCAA final, then accomplished what it had set out to do and completed the season 35-0 with a victory over Florida in the NCAA championship match. The Trojans became the first repeat champion to finish the season undefeated.

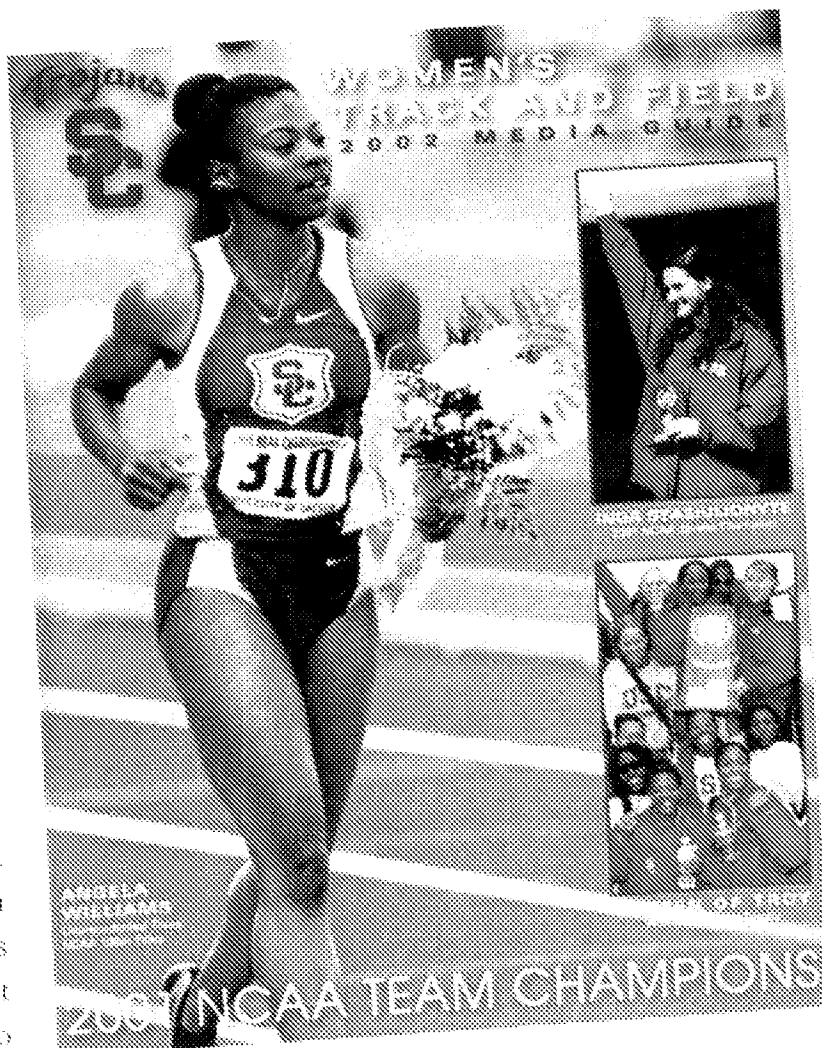
WOMEN'S TRACK AND FIELD

UCLA began the 2000 season having defeated USC seven years in a row in dual meets and continued that streak through 2003, winning four Pac-10 championships along the way. But in one meet during that span, the Trojans picked just the right time to peak: the 2001 NCAA championships.

In 2000, the Bruins defeated the Trojans, 86-68, in a dual meet at Drake Stadium. Seilala Sua won the javelin, shot put and discus as UCLA dominated the field events. The Bruins would go on to win the Pac-10 title, then finish third in the NCAA championship.

In 2001, the Trojans closed the gap and were narrowly defeated in the dual meet, 85-78, when Adia McKinnon, Sheena Johnson, Ysanne Williams and Michelle Perry gave the Bruins the victory in the final event, the 1,600-meter relay.

The Pac-10 meet that year looked like a repeat of the dual meet, going down to the final event. Again, the Bruins won, but this time there was a twist. On the third leg, USC's Kinshasa Davis was leading until she dropped the baton as she was being passed by McKinnon.



USC ended up fifth, when a second-place finish would have given them the championship. UCLA won the meet with 155 points, two more than USC.

Finally, though, the Trojans got redemption. Highlighted by Angela Williams' victory in the 100 meters, the Trojans won the NCAA title as they scored 64 points to beat second-place UCLA, which finished with 55 points.

UCLA's depth ensured a 111-92 victory in the 2002 dual meet, the Bruins' 10th in a row over the Trojans.

Then at the Pac-10 championships, the two schools did just what had been done so often: They fought each other closely, event for event, and came to the final event, the

**MEETS WON
Through 5/04**
**WOMEN'S
TRACK & FIELD**
UCLA 5 - USC 0

Jeanette Bolden UCLA

The winning force behind Bruin women's track

When Jeanette Bolden replaced legendary Bob Kersee as coach of the UCLA women's track and field program after the 1993 season, she took over a program that had just won a Pacific-10 Conference title and had placed third at the NCAA championships.

And the program has continued its winning ways under Bolden, particularly against the school across town.

Since 1993, the Bruins are 11-0 against USC. And they have dominated the Pac-10 as thoroughly as John Wooden's teams ruled the nation in the Bruins' basketball heyday. Bolden's teams have won the Pac-10 championship in nine of her 11 seasons, USC winning the other time in 1996, and Bolden has been named conference coach of the year nine times. In 2004, the Bruins won their eighth consecutive Pac-10 title.

"I don't have to do anything to get

the team ready because they know,"

Bolden said of facing the Trojans. "The rivalry builds up throughout the year from football and basketball to volleyball and water polo...."

"It's always been about beating SC," added Bolden, a five-time All-American sprinter for UCLA in the early 1980s and a gold medalist in the 400-meter relay in the 1984 Olympics. "When I ran at UCLA, we did not compete against USC in dual meets. UCLA and USC women did not begin competing against each other until after I left."

Bolden's first close call as coach came in 1996. The Bruins trailed, 68-61, heading into the final two events at Drake Stadium. UCLA's Darlene Malco then ran a lifetime-best 23.57 to edge USC's Torri Edwards (23.81) in the 200 meters. And 15 minutes later, Malco anchored UCLA's winning 1,600-meter relay team for a

74-70 Bruin victory.

"The UCLA-SC meet brings out the best," Bolden said. "There's always going to be something in the meet that happens that is unexpected."

In 2001, the Bruins and Trojans locked up in another close meet.

With one event remaining, UCLA led by two points and needed a victory in the 1,600-meter relay to win the meet. In a dramatic final leg, UCLA's Michelle Perry held off Brigita Langerholm to give the Bruins an 85-78 victory at USC's Loker Stadium.

"That meet was incredible ... a close meet all the way to the end," Bolden said.

"But that's what you expect from a UCLA-SC meet. I always tell my team that you work hard for USC, the Pac-10 meet and the NCAA championships, and they are equal in importance.

"It's just that when you beat SC, you have bragging rights in the city for a year."

1,600 relay, with the championship hanging in the balance. UCLA's Sheena Johnson, who had won the 400-meter hurdles, took the lead on the third leg, and freshman Monique Henderson brought home the victory to give the Bruins a three-point win over the second-place Trojans.

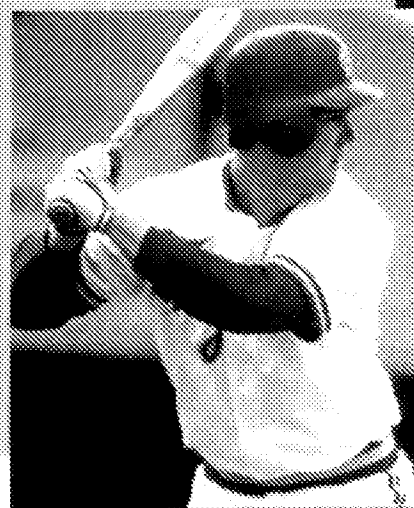
At the 2002 NCAA championship meet, Angela Williams became the first person—male or female—to win four consecutive titles in the 100 meters, but it was not enough for the Trojans, who failed to repeat as nation-

al champions, finishing third behind South Carolina and UCLA.

In 2003, the Bruins cruised to a 104-59 victory over the Trojans at USC's Loker Stadium. Henderson's victories in the 200 and 400 meters put the meet out of reach. From there, UCLA went on to win the Pac-10 championship, its seventh in a row.

In 2004, it was more of the same as the Bruins flew past the Trojans, 93-70, marking their 12th consecutive dual meet win over USC.





There are many great college sports rivalries across the country, but none match the overall magnitude of USC-UCLA.

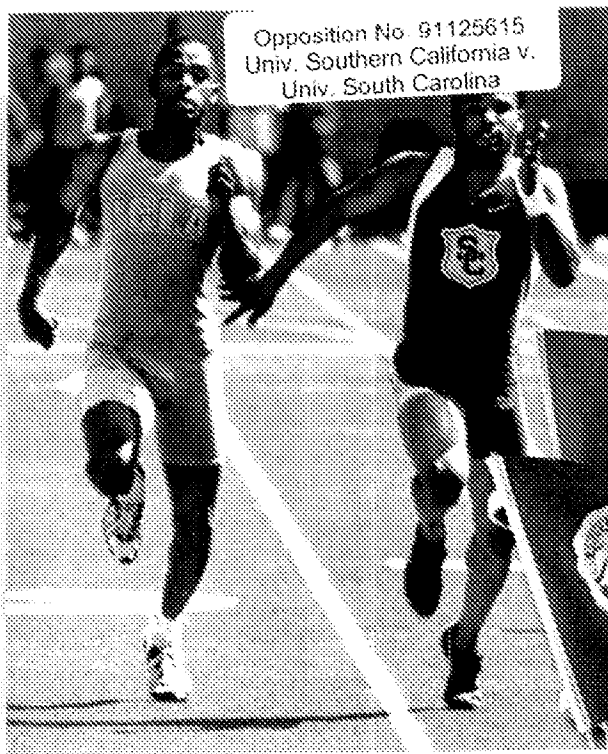
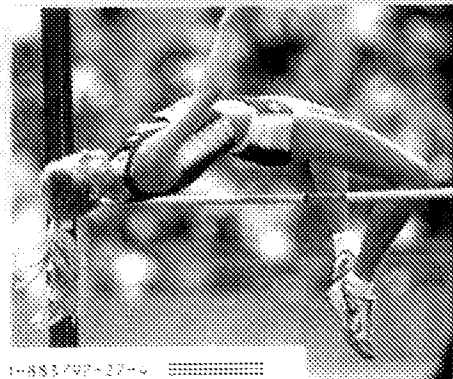
Alabama-Auburn, Michigan-Ohio State, Cal-Stanford are storied football rivalries. But when it comes to across-the-board competition in every sport, USC-UCLA stands alone.

It's the only football rivalry between two major universities in the same city. With campuses less than 12 miles apart, it's often friend against friend, brother against brother and family against family.

And what makes the rivalry in every sport even more intense is the level of competition.

Between them, the two schools have combined to win 219 team national championships more than the entire Atlantic Coast Conference. They have also produced 732 Olympic athletes (392 from UCLA and 340 from USC) who have won a total of 412 medals, more than Canada and Mexico combined.

As former UCLA football coach Red Sanders said, playing USC is not a matter of life or death; "it's more important than that."

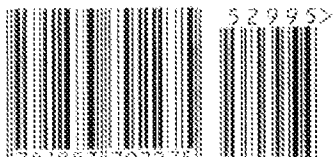


Opposition No. 91125615
Univ. Southern California v.
Univ. South Carolina

Opposer's
Ex. No. 223, Pg. No. 55

Pictured on the front cover: Top row, l. John Wooden, Bob Davenport (dining for a toast); Gail Devers, Rik Currier, Susie Kincaid; B. Dan Hackett; Jimmy Connors; Terry De John Robinson; Ed D'Bannon (shouting over Lori Rafer Johnson. Back cover: Top row, l. Tommy Maddox; Reggie and Cheryl Miller; Marjorie cheerleaders Linda Haut, Charlene G. Penny Ward (bottom). Bottom row: Bryan Harrison and Darrin

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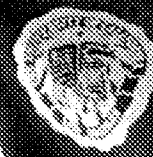


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Los Angeles Times
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UNIVERSITY
SOUTHERN



U.S.C.

Opposition No. 91125615

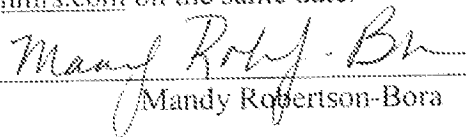
CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing **OPPOSER'S NOTICE OF RELIANCE NO. 8 ON PRINTED PUBLICATION ENTITLED *UCLA VS. USC 75 YEARS OF THE GREATEST RIVALRY IN SPORTS*** is being placed in the United States mail, first class, postage pre-paid, on January 10, 2006, addressed to the following:

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A copy is being sent by e-mail to JCM@nmrs.com on the same date.


Mandy Robertson-Bora